

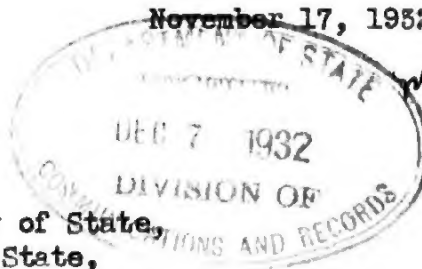
DEPARTMENT OF COMMERCE

BUREAU OF FOREIGN AND DOMESTIC COMMERCE

WASHINGTON

November 17, 1932.

*File*



*memo to Bureau of State  
com. a-2/eff/m-009  
12/6/32*

Hon. Wilbur J. Carr,  
Assistant Secretary of State,  
Department of State,  
Washington, D. C.

In reply refer to 52

Attention: A-C/C

My dear Mr. Carr:

Reference is made to a confidential memorandum (State Department file: A-C/C-865C/607/33) concerning a report from the Consul General at Naples relative to American participation in the Seventh International Fair at Tripoli in March, 1933.

This memorandum states it is apparently the policy of the Italian Government to restrict so far as possible commercial development in Tripolitania to Italian enterprises and refers to a report from the Consul General, "Import Duties into Italian Libya", dated April 15, 1932, showing that the duties on such manufactured articles as would be needed in a pioneer agricultural country are from two to nine times higher on foreign goods than on Italian goods. The memorandum concludes with the statement that in view of the situation it is believed the assignment of a consular officer to be in attendance at the Tripoli Fair in 1933 would tend to give exaggerated importance to the opportunities existing for American exporters in Tripolitania and would hardly be justified by the potentialities of the market for American products.

It is rather difficult to reconcile the present unfavorable attitude of the Consul General at Naples with the recommendation in his despatch (45109a) of March 23, 1932, that "it would be well, however, to send to future fairs a representative perhaps from the Department of Commerce or from some large manufacturers' agency in New York such as Muller and Phipps or Dodge and Seymour". The despatch then lists products for which a market might be developed in Tripolitania. The only mention of tariff barriers is a brief statement to the effect that Italian exporters to the colonies enjoy a preferential tariff.

It was largely as a result of the Consul General's recommendation that Mr. Arthur Sichel became interested in the Tripoli Fair, has taken an option for space, and perfected plans for the establishment of an informational booth to be maintained by American business firms and commercial organizations. The Consul General was advised of Mr. Sichel's

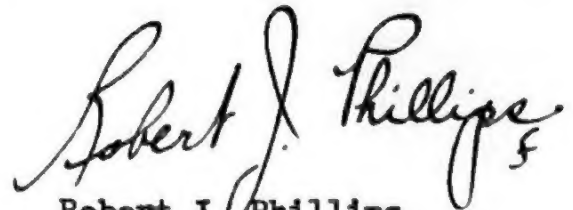
865C.607/34

DEC 7 1932

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plans, and has had some correspondence with Mr. Sichel concerning them. At no time until the despatch on which the Department of State's memorandum of November 11 is based, however, have his comments been other than encouraging. In view of the situation, it seems Mr. Sichel should be informed of the unfavorable situation as regards American products and probably advised to withdraw. The Bureau will appreciate your recommendations in this respect.

Very truly yours,

A handwritten signature in cursive script, reading "Robert J. Phillips". The signature is written in dark ink and is positioned above the typed name.

Robert J. Phillips,  
Liaison Officer.

*File*

In reply refer to  
A-O/C

December 6, 1932.

MEMORANDUM FOR THE BUREAU OF FOREIGN AND DOMESTIC COMMERCE.

The Commercial Office of the Department of State refers to the Liaison Officer's letter (52) dated November 17, 1932, on the subject of a report from the American Consul General at Naples, relative to American participation in the Seventh International Fair which will be held at Tripoli in March, 1933.

The Bureau's letter of November 17, 1932, reads in part as follows:

"It is rather difficult to reconcile the present unfavorable attitude of the Consul General at Naples with the recommendation in his despatch (45109a) of March 23, 1932, that 'it would be well, however, to send to future fairs a representative perhaps from the Department of Commerce or from some large manufacturers' agency in New York such as Muller and Phipps or Dodge and Seymour.' The despatch then lists products for which a market might be developed in Tripolitania. The only mention of tariff barriers is a brief statement to the effect that Italian exporters to the colonies enjoy a preferential tariff."

Since the foregoing quoted statement raises, to say the least, a presumption of inconsistency on the part of the Consul General at Naples with regard to participation in this fair, an examination has been made of the context

from

8650.607/34

from which the quotation was excised.

This context with the quotation contradict, it is believed, the implication of inconsistency.

The first sentence in the Consul General's report of March 23, 1932, reads as follows:

"Compared with international expositions held in the capitals of Europe or the large cities of the United States, the annual international fairs held at Tripoli are on an exceedingly small scale."

The report then describes the grounds and the character of the buildings devoted to the exhibition. In discussing the American products exhibited at the Sixth International Fair in 1932, the Consul General stated:

"The only American products exhibited were a tractor, a touring car and a half-ton truck of well known American make and a plow of American origin. The automotive equipment shown is popular in Tripoli although nearly twice the cost of similar Fiat products. It is said that the American machines stand up to the rough work and the rough roads better than the Italian, and that their additional power is needed in the sand.

"The plow was an American breaking plow used in the heavy soils of our Middle West for plowing under stubble and would probably turn a furrow 7 or 8 inches deep and 18 inches wide. It would require at least three camels to pull it. Since local needs in the light, sandy soil of the coastal plain and steppe region of Tripoli require shallow plowing, it is thought that the American plow in question was regarded in the light of a curiosity rather than a marketable commodity."

Continuing in his report of March 23, 1932, the Consul General states with regard to American participation in future fairs:

"Although

"Although the Italians, particularly those responsible for the Tripoli fairs, would greatly appreciate American participation by a pavilion and an exhibit, it is not believed that the cost of a suitable exhibit would be warranted. A cheap or unsuitable exhibit would be worse than none.

"It would be well, however, to send to future fairs a representative perhaps from the Department of Commerce or from some large manufacturers' agency in New York such as Muller and Phipps or Dodge and Seymour. Such a representative should be equipped with catalogues and price lists of wind-mill and tank equipment, well-drilling machinery, light steel-bodied trucks, tractors — particularly light caterpillar type, small gasoline and Diesel oil motors and small electric generators and rotary pumps to use with them, petroleum products, including heavy grade gasolines, Diesel oils and lubricating oils and the lightest type of agricultural machinery — plows, cultivators and easily portable thrashing machines.

"It must be remembered that the farm units and the resources of the individual farmer are extremely small compared with American standards. Arab labor is plentiful and cheap and the colonists will get along with the minimum machine equipment. The soil is sandy and light. Heavy machinery would bog down in it. Bullocks and camels haul plows and cultivators. Harvesting is done by hand and will continue to be done so for a long time to come. Long-term credits — up to a year, or until the crop is in — are extended to the farmers and the dealers expect, and get from Italian manufacturers, easy credit terms. The import duty against American goods is the same for Tripoli as for Italy, while Italian exporters to the colonies enjoy a preferential tariff."

Coming now to the question of import duties for American products imported into Italian Libya, we find that within a month of the preparation of the above report dated March 23, 1932, Mr. Du Bois submitted a report on April 15, 1932,

which



which was forwarded to the Bureau on May 6, 1932, in which he explains the differential in favor of Italian products which would have to be met by American manufacturing firms desirous of entering the colonial market. In regard to the class of goods which might possibly be supplied to Italian North Africa from the United States, the Consul General states that these include goods needed in an agricultural country in a pioneer stage of development. A list is submitted covering such articles, with indications as to the import duties affecting products from Italy and products from countries other than Italy. The first item in this list is motor cars which, coming from Italy pay 5 per cent ad valorem and from countries other than Italy, 45 per cent ad valorem. At the end of this list the following statement appears:

"It will be seen that the tariff on Italian goods is a tariff for (colonial) revenue only, while that on foreign goods is a protective tariff in favor of Italian manufacturers. The fact that practically all of the products listed now needed in the development of the colonies are produced in Italy (with the exception of oil products and lumber) cheaper than in the United States and enjoy a far lower freight rate to North African ports renders the prospect of the sales of similar American products in any quantities very slim indeed."

The Bureau's letter of August 16, 1932, contains the following statement:

"Early in June, the chief of the Foreign Fairs Section of this Bureau discussed the Tripoli Fair with Mr. Arthur Sichel, an American who has engineered a number of joint exhibits in the United States and abroad for large and small groups of American manufacturers."

Since

Since the report of April 15, 1932, which was transmitted to the Bureau on May 6, 1932, was presumably in the hands of Mr. Blets at the time of this interview with Mr. Sichel, it is difficult to understand the statement "at no time until the despatch on which the Department of State's memorandum of November 11, is based, however, have his (Mr. Du Bois') comments been other than encouraging." To make this clear, I again quote a part of his despatch which is certainly discouraging:

"Although the Italians, particularly those responsible for the Tripoli fairs, would greatly appreciate American participation by a pavilion and an exhibit, it is not believed that the cost of a suitable exhibit would be warranted. A cheap or unsuitable exhibit would be worse than none."

Referring now to the correspondence had by Consul General Du Bois with Mr. Sichel, it appears that on July 12, 1932, Mr. Sichel wrote the Consul General and was in receipt of a reply dated September 8, 1932, from which the following is quoted:

"The Tripoli market for American products is limited at the present time to petroleum products, cars and light trucks - although their sales are limited owing to the price competition offered by Italian products -, agricultural implements of light weight and machinery for certain specialized purposes. As the colony is developed there will come an increase in the demand for American products, but the purchasing power of Libya, which is comprised of Tripolitania and Cireanica, is not extensive nor is it expected that an appreciable increase in the purchasing power will occur in the near future. However, as a possible outlet for American products, it is not recommended that this particular market be overlooked, and the ground

work

work for the sale of American goods could apparently be laid by your having an advertising booth to be maintained with the full cooperation of Chambers of Commerce and Boards of Trade, as well as individual American manufacturers."

On September 16, 1932, the Bureau wrote a further letter with reference to this fair (52) in which after referring to the request of Mr. Sichel as to whether the Department of State and the Department of Commerce wished to send representatives to the fair the following statement appears:

"The Bureau does not find it possible to send a representative to Tripoli. If it is feasible for the Department of State to send a member of the consular staff in Italy to the fair for trade promotional work, the Bureau will be glad to so inform Mr. Sichel. The fair will be open for the months of March and April, 1933."



Having in mind the information already submitted by Consul General Du Bois with regard to the scope and magnitude of this fair but being desirous of cooperating in every way possible with the Bureau, it was thought advisable to request the opinion of the Consul General as to the desirability of assigning a consular officer to the fair for trade promotion work. The Consul General's observations were summarized in the memorandum from the Commercial Office dated November 11, 1932.

In the light of the foregoing it is clear that the attitude of the Consul General with regard to the international fair at Tripoli has been consistent as to need no reconciliation and it would seem that full information with regard to  
the



the possibilities for American participation in this fair were in possession of the Bureau at the time that the matter was discussed with Mr. Sichel. Furthermore, the correspondence between Mr. Du Bois and Mr. Sichel is clearly in line with the information previously imparted as to the importance of this fair as affecting American products.

A-C/C:JJM:EBG



PM RECD



ROYAL ITALIAN EMBASSY

January 6 1933

DIVISION OF  
INTERNATIONAL CONFERENCES  
1/3/33  
DEPARTMENT OF STATE

DEC 23 32

The Italian Charge' d'Affaires presents his compliments to His Excellency the Secretary of State and has the honor to inform him that on March 8, 1933 there will open in Tripoli the VII International Fair, which this year is expected to awake an even wider interest than the one held last Spring, concerning which the Embassy wrote to the Department on December 5th, 1931.

The VII Fair is to have the same character as the one described in the said communication from the Embassy to the Department of State, and will have, this year, a more complete program which, it is believed, will be of great interest to all industrial, agricultural, commercial, as well as touristic organizations.

As the Italian Ministry of Colonies is supporting the initiative, it would be very gratifying to the Italian Government if the United States Government would officially participate, and if, at the same time, the American Authorities would be kind enough to bring the event to the knowledge of the interested Departments and Institutions so that the largest possible participation from the United States could be secured.

The Italian Charge' d'Affaires has the honor to thank in advance for this courteous cooperation.

Washington, D.C. December 20, 1932.

GP 865C.607/35

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January 5 1933

In reply refer to  
IC 8650.607/35

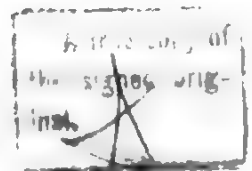
The Secretary of State presents his compliments to the Honorable the Secretary of Commerce and encloses a copy of a note received from the Royal Italian Embassy inviting the participation of this Government and of interested persons or organizations in the Seventh International Fair to be held at Tripoli beginning March 8, 1933.

The recommendations of the Department of Commerce as to the acceptance of this invitation will be appreciated but it is pointed out that there is no appropriation available to provide for official participation in this Exhibition. It would also be appreciated if the request of the Italian Embassy as to the dissemination of information concerning the Fair to appropriate American interests could be given effect.

Enclosure:

From Royal Italian  
Embassy, December 20,  
1932.

IC:JCD:JMD 1/3/33



8650.607/35

JANUARY 20 1933

Excellency:

With reference to the Embassy's communication of  
35  
December 20, 1932, inviting the participation of this  
Government and of interested persons or organizations  
in the Seventh International Fair to be held at Tripoli  
beginning March 8, 1933, I have the honor to inform you  
that the appropriate Departments of the Government have,  
after careful consideration of the matter, decided that  
it will be impracticable for the United States to appoint  
official representatives to attend the Fair. Information  
concerning the Fair is, however, being brought to the  
attention of those circles in the United States interested  
in trade with Tripoli in order that those private interests  
which wish to do so may participate in the enterprise.

Accept, Excellency, the renewed assurances of my  
highest consideration.

For the Secretary of State:

W. B. Castle, Jr.

His Excellency

Signor Augusto Rosso,

Royal Italian Ambassador.

IC:JTK:RF 1/17/33

865C.607/35



DEPARTMENT OF COMMERCE

BUREAU OF FOREIGN AND DOMESTIC COMMERCE

WASHINGTON

DEPARTMENT OF STATE

ASAP requested through Bureau

DEC 28 1932

ASSISTANT SECRETARY OF STATE

December 27, 1932.

In reply refer to 52a

Attention: A-C/C

Hon. Robert J. Phillips,  
Assistant Secretary of State,  
Department of State,  
Washington, D. C.

Reference is made to correspondence concerning participation in the Seventh International Fair at Tripoli (Your file: A-C/C-865C.607/33). Please disregard and cancel this Bureau's letter of November 17. / 34

Mr. Sichel has been advised that neither the Department of State nor the Department of Commerce will be in a position to accept his offer to provide facilities at the Tripoli Fair for a representative of the Government. He will have a "silent salesman" exhibit at the fair; i.e., a booth with catalogs, literature and informational material, without an attendant.

Very truly yours,



Robert J. Phillips,  
Liaison Officer. f

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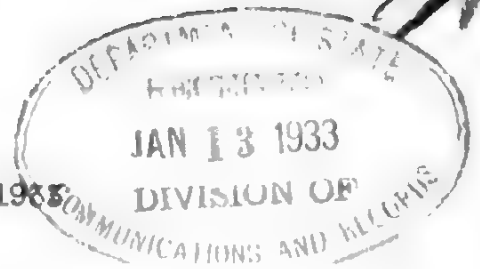
DEC 28 1932

865C.607/36

DEPARTMENT OF COMMERCE

OFFICE OF THE SECRETARY

WASHINGTON



*File*  
*1/17/33*  
January 11, 1933  
The Secretary of Commerce presents his compliments to the Honorable the Secretary of State and acknowledges the letter of January 5, 1933, concerning the Seventh International Fair to be held at Tripoli beginning March 8, 1933 (State File: A-A/C-865C.607/33 - IC 865C.607/35).

Based upon suggestions made by Consul General du Bois, Naples, an effort was made to encourage commercial participation at this Fair. An insufficient number of American manufacturers indicated a desire to take part in a joint informational office; therefore, the plan had to be dropped. However, Mr. Arthur Sichel of Philadelphia, New York and London is planning to take some space and will have a panel exhibit indicating the interest of the United States in the trade of Tripoli.

865C.607/37

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PM RECD



DEPARTMENT OF AGRICULTURE  
WASHINGTON

January 20 1933

JAN 14 33

JAN 13 1933

The Honorable,

The Secretary of State.

Dear Mr. Secretary:

Receipt is acknowledged of your letter dated January 5, IC 865C.607/35, with enclosure from the Royal Italian Embassy dated December 30, 1932, announcing the Seventh International Fair to be held in Tripoli beginning March 8, 1933 and inviting the United States Government to participate therein.

As no authorization for such participation has been given by the Congress and no appropriation provided for the making of government exhibits, this Department will not be able to participate officially. We will, however, bring this Fair to the attention of agricultural groups which may be interested, giving it such publicity as seems desirable in the circumstances.

Very truly yours,

*R. H. Murphy*  
Acting Secretary.

DIVISION  
INTERNATIONAL CONFERENCE

*File*

*Note to Italian Ambassador*

*1/17/33*

865C.607 / 38

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JAN 20 1933

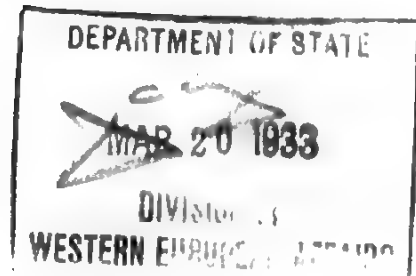


EMBASSY OF THE  
UNITED STATES OF AMERICA

No. 1753.

Rome, January 4, 1933.

Subject: Seventh International Fair at Tripoli.



The Honorable

The Secretary of State,

Washington.

Sir:

With reference to the Department's instruction No. 612 of April 14, 1932, regarding the Sixth International Fair at Tripoli, I have the honor to transmit herewith for the Department's information a copy and translation of a communication which has been received from the Representative General of the Fair regarding the Seventh Fair to be held at Tripoli on March 8, 1933.

The Embassy understands that this matter has been the subject of correspondence between the Department and the Consul General at Naples.

Respectfully yours,

John W. Garrett.

Enclosure:

Copy & translation of  
letter dated December  
19, 1932.

GP 8650,607/39

AN 20 1933



COPY

ENTE AUTONOMO  
FIERA CAMPIONARIA di TRIPOLI

Roma, 19 Dicembre 1932 XI  
Via del Tritone, 87 Telef. 40267

Il Rappresentante Generale

A S.E. IL SIGNOR JOHN WORK GARRETT  
Ambasciatore degli Stati Uniti d'America  
presso S.M. il Re d'Italia  
R O M A

Eccellenza,

mi onoro di significare all'E.V. che l'8 Marzo 1933 XI  
si inaugurerà a Tripoli la VII Fiera Campionaria, Rassegna  
Internazionale e Interafricana.

L'Ente organizzatore sta fervidamente preparando l'evento,  
agguerrito da un'esperienza oramai settennale, e confortato  
da preziosi fattori morali, quali l'Alto Patronato che S.E.  
il Capo del Governo ha concesso alla Rassegna e l'ausilio  
del Ministero degli Esteri, che con lusinghiera benevolenza  
ha acconsentito di interessare le nostre Rappresentanze  
Diplomatiche e Consolari perchè segnalino la nostra iniziativa  
ai Governi presso i quali sono accreditate. Queste alte  
provvidenze, che documentano la nobiltà e la serietà degli  
intendimenti che la Manifestazione tripolina vuol perseguire,  
mi consentono di manifestare all'E.V. il desiderio di vedere  
possibilmente integrata nell'autorevole interessamento di  
V.E. l'opera che i nostri Rappresentanti Ufficiali svolgeranno  
all'Esterò.

Mi conceda pertanto l'E.V. di rivolgere viva preghiera  
a che, traendo motivo dalle attuali contingenze economico-  
finanziarie di ogni Paese e dalle possibilità che la Rassegna  
africana offre per la conquista di mercati nuovi e immuni da

saturazione,

saturazione, V.E. voglia compiacersi di prospettare al proprio Governo l'opportunità di cercare attraverso la Fiera di Tripoli nuove strade di penetrazione commerciale. L'impulso che il nostro Governo dà alle Colonie, e perciò l'ognor crescente tenore di vita e il costante sviluppo di ogni attività umana, sono i segni incontrovertibili che rivelano un mercato pronto a ricevere, e con una confortevole continuità, espressa nel tempo dai nuovi bisogni e dalle necessità nuove.

Documentazione precisa di questa positiva realtà sono la sempre maggiore affluenza di espositori e di visitatori e l'adesione di Stati e Colonie Esteri, che hanno apprezzata l'utilità contingente della annuale Manifestazione e controllato, nei risultati pratici e duraturi, il valore commerciale della Rassegna.

Confido pertanto che V.E. vorrà accogliere il mio devoto appello, e in tale lusinghiera fiducia porgo all'E.V., con i sensi del mio grato animo, l'espressione del più profondo ossequio.

IL RAPPRESENTANTE GENERALE  
DELL'ENTE AUTONOMO FIERA CAMPIONARIA DI TRIPOLI

(Fto.) Rodolfo Giorgi.

Enclosure No. 2, despatch No. 1753 dated January 4, 1933, from the American Embassy in Rome.

(Translation)

Tripoli Sample Fair

The Representative General

Rome, December 19, 1932  
Via del Tritone, 87. Tel. 40267

His Excellency John Work Garrett,  
Ambassador of the United States of America  
to H.M. the King of Italy,  
R o m e.

Excellency,

I have the honor to inform Your Excellency that on March 8, 1933, the Seventh International and Inter-African Sample Fair will be inaugurated at Tripoli.

The organizing committee is zealously preparing for the event, having the benefit of seven years of experience and heartened by valuable moral factors, that is: the patronage which His Excellency the Chief of the Government has given to the Fair and the aid of the Ministry of Foreign Affairs, which has consented to interest our diplomatic and consular representatives with a view to bringing our initiative to the attention of the Governments to which they are accredited. This high support, which attests the dignity and seriousness of the ends which the Tripoli Fair desires to attain, prompts me to express to Your Excellency the desire to see the work which our official representatives are doing abroad aided by your authoritative interest.

Permit me. therefore, to submit my request that, in view of the actual economic-financial conditions in every country and the possibilities that the African Fair offer for the conquest of new and uncrowded markets, Your Excellency will be willing to present to your Government the opportunity of finding in the Tripoli Fair new avenues of commercial penetration

tion. The impulse that our Government gives to the Colonies and, for that reason, the increasing tenor of life and the constant development of every human activity, are incontrovertible signs which reveal a market ready to receive and to continue to receive supplies for its new needs and new necessities in keeping with the times.

Precise proof of this positive reality is the ever greater affluence of exhibitors and visitors and the adherence of different countries and foreign colonies, which have appreciated the utility of the annual manifestation, and the practical and durable results have proven the commercial value of the Fair.

Confident that Your Excellency will see fit to grant my request, I present to Your Excellency, with the senses of my grateful consideration, the expression of my highest respect.

The Representative General  
of the Autonomous Organization Sample Fair of Tripoli

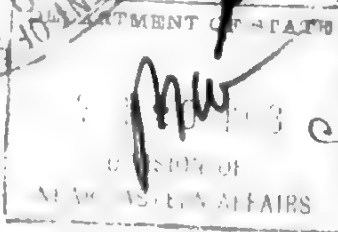
(Signed) Rodolfo Giorgi.



V. No. 6 - 1933

(Reference is made to the report of the  
Naples Consulate General dated March  
23, 1932, entitled THE SIXTH INTERNATIONAL  
FAIR AT TRIPOLI.)

V O L U N T A R Y



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1933

865C.607/43

OPENING OF SEVENTH INTERNATIONAL FAIR AT  
TRIPOLI POSTPONED

From: American Consul

*C. Porter Kuykendall*  
C. Porter Kuykendall.

Naples, Italy.

Date of Completion: February 15, 1933.

Date of Mailing: February 22, 1933.

APPROVED:

*Coert du Bois*  
Coert du Bois,  
American Consul General.

MAR 27 1933

END

OPENING OF SEVENTH INTERNATIONAL FAIR AT  
TRIPOLI POSTPONED

---

The opening of the Seventh International Fair of Tripoli, which was scheduled to take place March 8th next, has been postponed, for reasons beyond the control of the officials of the Fair, until March 11th. With this one change in the preliminary arrangements, it is expected that the program for the forthcoming Fair will be carried out as originally planned. The Italian Government will be represented at the inauguration of the Fair by the Minister of Public Works, Mr. Di Crollalanza.

Program for the Seventh Tripoli Fair.

Not only will there be on exhibit products from all parts of Italy and from other countries, but also from Somaliland, Eritrea and Rhodes (Rodi) as well as from the French and Belgian colonies. Belgium will be represented officially at the forthcoming Fair, making the third time that this country has participated in the Tripoli Fair. Products from the Belgian Congo will be on exhibit and will be of more extensive character than in any of the preceding Fairs. France will also have displays from its far-flung colonies.

Of particular importance will be the adherence of Egypt to the forthcoming Fair, as that country is to be represented this year for the first time. Furthermore, the Grand Duchy of Luxembourg has indicated that it will participate officially in the next Fair and will have exhibits of such products

as agricultural equipment, metallurgical products, leather goods and silk articles. The Luxembourg exhibits will be in the same pavilion as the Belgian displays.

Reduced Transportation Charges to Seventh Tripoli Fair.

It has been announced that during the next Fair, which is to last two months, there will be special reductions in railway, steamship and aeroplane fares and also in freight charges on merchandise. There will be a reduction of 50 per cent on all return tickets of the State Railways of Italy, of the Navigation Company "Tirrenia" (United Fleet Florio-Citra) of the Aerial Navigation Corporation (S.A.N.A.), and of the Aerial Navigation Company NORD-AFRICA during the period from February 15 to May 31, 1933. The tickets on the State Railways will be to the port of embarkation for the steamship or to the air port, and return, and will have a validity of 15 days for travelers from Sicily and 30 days for travelers from other stations in the Kingdom. Such tickets are not valid for the return trip, unless bearing a stamp of the State Railways placed on the ticket in Tripoli, for which service there is a charge of Lire 10.00.

The reduced tickets of the Navigation Company "Tirrenia" are obtainable also from Alexandria, Bengasi and Tunis, and will have a validity of one month. The period of validity of the tickets of the State Railway and of the Navigation Company "Tirrenia" may be doubled upon the payment of 10 per cent of the price of the return ticket.

Tickets of the aeroplane companies will have

a period of validity of one month, and may not be extended. Travelers by the Aerial Navigation Corporation (S.A.N.A.) will embark at Ostia, Naples and Siracusa (Syracuse) direct to Tripoli. Travelers by the Aerial Navigation Company NORD-~~AFRICA~~ with return tickets may proceed in both directions either to or from Tripoli or Bengasi.

Persons traveling by the State Railways, the Steamship Company "Tirrenia" or by the Aerial Navigation Corporation (S.A.N.A.) may return by a different route, and information on this subject should be obtained at the time of the purchase of the tickets. To obtain the reduced railway, steamship or aeroplane fares, it is necessary that the traveler be in possession of a special certificate in the nature of a passport (tessera-passaporto), specially issued by the Tripoli Fair, which may be used as a travel document in substitution of the usual Italian passport or of a special laissez-passer for the colonies. Such a certificate may be obtained from all the agencies of the Compagnia Italiana Turismo (C.I.T.).

#### Special Rates for Exhibitors.

The same reductions in fares will be allowed exhibitors as are granted to the usual visitors to the Fair, but the period of validity of the tickets will be greater than for the ordinary travelers. Such tickets will be good from January 30th to June 15th, but can not be extended beyond the latter date. The exhibitors to make use of the reductions of the steamship or aeroplane companies should secure from



an agency of the C.I.T. or direct from the Fair Officials, a special certificate with a notation from the director of the Fair as to the capacity of the bearer as an exhibitor.

Special Reductions in Freight Charges.

A reduction of 50 per cent will be allowed in the ordinary freight charges made by the State Railways and by the Steamship Company "Tirrenia" upon presentation of the usual form from the Fair Officials with the following stipulations: merchandise destined for the Fair is to be shipped from January 25th to March 30th; goods returned are to be forwarded from April 30th to June 30th. The Navigation Company "Tirrenia" also gives the privilege to the shipper of having the merchandise returned to a destination different from the place of origin.

With regard to the transportation of merchandise by aeroplane, the Aerial Navigation Corporation (S.A.N.A.) allows a reduction of 50 per cent, with the stipulation that the goods intended for the Fair must be shipped from February 1st to March 20th, and merchandise returned must be forwarded from May 1st to June 30th.

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Sources of Information: (Confidential)

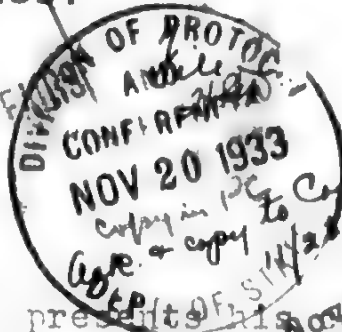
IL MATTINO, Naples newspaper, February 15, 1933, and various issues of L'AVVENIRE DI TRIPOLI, and also OLTREMARE, the monthly publication of the Fascist Colonial Institute, January 1933 issue.

3 copies for the Commercial Office, Department of State.  
2 copies for the files of the Commercial Attaché, Rome.  
2 copies for the files of the Consulate General.

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The Italian Ambassador presents his compliments to His Excellency the Secretary of State and has the honor to inform that on March 11, 1934 there will open at Tripoli, for the last two months, the VIII International Fair, established as the V African International and Intercolonial Survey.

This Fair may be said to constitute the most important manifestation of its kind in Africa, and tends to intensify, not only, the existing exchanges, but to foster new currents and outlets of traffic.

The Italian Government, which lends its cordial support to the initiative, should be gratified if the United States Government would officially participate in the VIII International Fair of Tripoli as in the year 1931, and would also appreciate it if the American authorities were kind enough to bring the event to the knowledge of the interested Departments and Institutions for the largest possible participation of the United States could be assured.

The Italian Ambassador has the honor to thank the United States for its kind cooperation.

Washington, D. C., November 15, 1933.

FP 865C. 607/41

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## ROYAL ITALIAN EMBASSY

The Italian Ambassador presents his compliments to His Excellency the Secretary of State and has the honor to inform that on March 11, 1934 there will open at Tripoli, to last two months, the VIII International Fair, established as the V African International and Intercolonial Survey.

This Fair may be said to constitute the most important manifestation of its kind in Africa, and tends to intensify, not only, the existing exchanges, but to favor new currents and outlets of traffic.

The Italian Government, which lends its cordial support to the initiative, should be gratified if the United States Government would officially participate in the VIII International Fair of Tripoli as in the year 1931, and would also appreciate it if the American Authorities were kind enough to bring the event to the knowledge of the interested Departments and Institutions so that the largest possible participation of the United States could be assured.

The Italian Ambassador has the honor to thank in advance for this kind cooperation.

Washington D.C., November 15, 1933.

November 28 1934

In reply refer to  
PC 8650.607/41

The Honorable

The Secretary of Commerce.

Sir:

There is transmitted herewith a copy of a note from the Italian Ambassador, inviting this Government to take part in the Eighth International Fair, otherwise known as the Fifth African International and Intercolonial Survey, which will open in Tripoli on March 11, 1934.

I shall be grateful for your views as to the reply which should be made to the invitation, but am obliged to point out that no funds are available to this Department from which the expenses of participation could be met. It should be added with reference to a statement in the third paragraph of the Ambassador's note that in 1931 this Government does not appear to have taken any part in the Fair. In 1932, however, the American Consul General in Naples was authorized to proceed to Tripoli as representative of this Government at the Fair.

It will be appreciated if, in accordance with the Am-

bassador's

8650.607/41

bassador's request, you find it possible to give notice of the event in the publications of your Department.

Very truly yours,

For the Acting Secretary of State:

Assistant Secretary.

Enclosure:  
From the Italian Ambassador,  
November 15, 1933.

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HGD

11/23/33

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The Acting Secretary of State presents his compliments to His Excellency the Royal Italian Ambassador and has the honor to acknowledge the receipt of his note verbale of November 15, 1933, extending on behalf of his Government an invitation for the Government of the United States to take part in the Eighth International Fair, otherwise known as the Fifth African International and Intercolonial Survey, which will open in Tripoli on March 11, 1934.

The Acting Secretary of State, requesting that the thanks of his Government for this courtesy be conveyed to the Royal Italian Government, has the honor to say that the invitation is being communicated to the appropriate authorities, and that in due course a definite reply will be made.

Department of State,

Washington,

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865 C.607/41

DEPARTMENT OF COMMERCE  
OFFICE OF THE SECRETARY  
WASHINGTON

December 5, 1933.

Hon. Wilbur J. Carr,  
Assistant Secretary of State,  
Department of State,  
Washington, D. C.

Dear Mr. Carr:

Your communication of November 28 (PC 865C.607), with regard to the International Fair to open at Tripoli in March, 1934, has been received.

In view of the lack of funds available for official participation, it appears impossible to cooperate otherwise than by publishing notice of the forthcoming fair in our weekly, "Commerce Reports". This action we shall be glad to take, but additional information on the nature and aims of the Fair, and the types of exhibits desired, would be welcomed.

Sincerely yours,

*South*  
Acting Secretary of Commerce.

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DEC 18 1933

865C.607/42



December 18 1933

In reply refer to  
PG 8650.607/

The Acting Secretary of State presents his compliments to the Honorable the Secretary of Commerce and refers to his letter of December 5, 1933, concerning the Eighth International Fair which is to open at Tripoli on March 11, 1934.

The Italian Embassy is being requested to supply additional information concerning the Fair which, upon its receipt, will be promptly transmitted to the Department of Commerce so that a suitable item regarding the Exposition may be prepared for publication in "Commerce Reports".

8650.607/42

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12/10/33  
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DEC 18, 1933

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The Acting Secretary of State presents his compliments to His Excellency the Royal Italian Ambassador and has the honor to refer again to his communication of November 15, 1933, inviting this Government to take part in the Eighth International Fair which is to open at Tripoli on March 11, 1934.

While regretting that circumstances will make it impracticable for this Government to be represented officially at the Fair, the importance of which is fully recognized, the Acting Secretary of State has pleasure in stating that notice of the Exposition will be given to American commercial interests by means of an announcement in "Commerce Reports", a publication of the Bureau of Foreign and Domestic Commerce.

In this connection, the Department would appreciate receiving for transmission to the Department of Commerce such additional information as may be available concerning

the

the Fair, with particular reference to the types of exhibits desired.

8650.607/

Department of State,

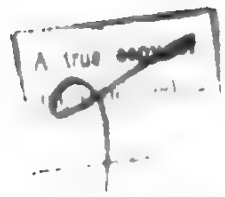
Washington, December 18 1933

*mwb*  
PC:MWB:RF

12/15/33

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DEC 18 1933

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*AS...*

EMBASSY OF THE  
UNITED STATES OF AMERICA

ROME, November 27, 1933.

No. 291.

Subject: Eighth International Fair at Tripoli.

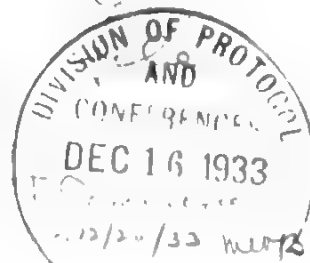
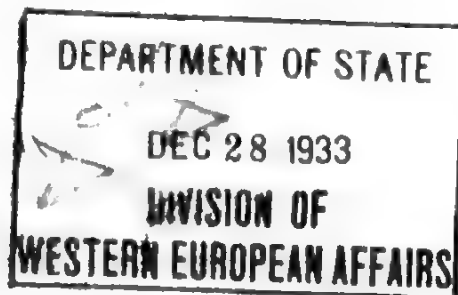
December 29 1933

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DEC 1 33

COMMUNICATIONS AND RECORDS  
PUBLICATIONS SECTION  
DEC 16 1933



The Honorable  
The Secretary of State,  
Washington.

Sir:

With reference to the Embassy's despatch No. 1753 of  
January 4, 1933, regarding the Seventh International Fair  
at Tripoli, I have the honor to transmit herewith a copy of  
a communication with accompanying literature which has been  
received from the General Representative of the Fair regard-  
ing the Eighth Fair to be held at Tripoli in March, 1934.

I have the honor to add that it would appear that an  
invitation to participate in this Fair is being brought to  
the attention of the Department through the Royal Italian  
Embassy in Washington.

Respectfully yours,

*Rockinridge Long*  
Rockinridge Long.

Enclosures,  
Copy and translation  
Signor Giorgi's letter;  
Literature.

FO 865C.607/43

FILED

DEC 19 1933

C O P Y

Ente Autonomo

FIERA CAMPIONARIA DI TRIPOLI

Il Rappresentante Generale

Roma, 24 Novembre 1933-XII  
Via Tritone 87 - Tel. 40-267

Eccellenza,

Mi onoro partecipare alla E. V. che l'11 Marzo 1934-XII si inaugurerà a Tripoli la VIII Fiera Campionaria, ordinata come V. Rassegna Internazionale ed Intercoloniale in Africa.

L'Ente organizzatore che io rappresento, sta preparando con l'usato fervore la nuova Manifestazione, guidato dalle esperienze acquisite in sette anni di attività e confortato nel suo lavoro da preziosi fattori morali, quali l'Alto Patronato che S. E. il Capo del Governo ha voluto concedere alla iniziativa e l'ausilio del Ministero degli Esteri che ha diramato istruzioni alle nostre Rappresentanze Diplomatiche e Consolari affinché vogliano segnalare la Fiera di Tripoli ai Governi presso i quali sono accreditate.

Questi alti consentimenti i quali stanno a comprovare l'importanza della Manifestazione e la giusta impostazione data alle direttive programmatiche di essa, mi incoraggiano oggi ad esprimere il voto che l'azione svolta dai nostri Rappresentanti all'Esteri, venga integrata da un ambitissimo intervento di V. E. presso il proprio Governo.

L'Ente invero troverà motivo di profonda gratitudine verso V. E. se vorrà compiacersi di prospettare a chi di dovere l'opportunità di cercare, attraverso una partecipazione ufficiale alla Fiera di Tripoli, nuove vie di sbocco e nuovi mercati. Tali infatti sono le possibilità che la nostra Rassegna offre, possibilità tanto più interessanti oggi data la congiuntura che il mondo attraversa; del resto la sempre crescente affluenza di espositori, anche stranieri, alla Rassegna Tripolina è l'indice più convincente che il nostro programma per questo lato specialmente risponde ad un bisogno generalmente sentito ovunque dai circoli commerciali ed industriali.

Nella speranza che V. E. vorrà compiacersi di dare all'Ente il Suo prezioso ausilio, mi permetto inviare a V. E. qualche esemplare del nostro materiale propagandistico, tenendomi naturalmente pronto insieme con i miei Uffici a fornire tutti quei chiarimenti e notizie che potessero alla E. V. necessitare.

Prego V. E. di accogliere i sensi del mio grato animo e del mio massimo devoto ossequio.

IL RAPPRESENTANTE GENERALE DELL'ENTE AUTONOMO

FIERA CAMPIONARIA DI TRIPOLI  
(Rodolfo Giorgi)

(F.to) R. GIORGI.

Enclosure No. 2 to despatch No. 291 of November 27, 1933, from the Embassy in Rome.

T R A N S L A T I O N

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TRIPOLI SAMPLE FAIR ORGANIZATION

The General Representative

Rome, via Tritone 87,

November 24, 1933.

Excellency,

I have the honor to inform Your Excellency that on March 11, 1934, the VIII Sample Fair, which will take the form of the V International and Intercolonial Exposition in Africa, will be inaugurated.

The Organizing Committee which I represent is with its usual zeal making preparations for this new exhibition, guided by the experience acquired in seven years of such work and supported in its task by invaluable moral factors such as the high patronage of H. E. the Chief of the Government and the assistance of the Ministry of Foreign Affairs, which has circulated instructions to Italian diplomatic and consular representatives to bring the attention of the Governments to which they are accredited to the Tripoli Fair.

The benevolent attitude of the Government toward the Fair, which attests to the importance of the manifestation, and the lines along which the Fair is organized encourage me to-day to express the hope that the activity of our representatives abroad may be seconded by direct representation to the American Government on the part of Your Excellency.

The Committee will indeed be deeply grateful if Your Excellency will bring to the attention of whomever it may

concern

concern the advisability of seeking through official participation in the Tripoli Fair new outlets and new markets. Such, in fact, are the possibilities which our exposition offers, and these possibilities are the more interesting to-day in view of the present world juncture; moreover, the constantly growing number of foreign exhibitors also at the Tripoli Fair is the most eloquent evidence that our program under this aspect especially fills a need felt general in all industrial and commercial circles.

In the hope that the Committee may be honored with Your Excellency's invaluable assistance, I take the liberty of sending a few samples of our advertising literature; I and my offices are, naturally, at Your Excellency's disposition for any further explanations or information that may be required.

Begging Your Excellency to accept the expression of my ' deep gratitude and greatest consideration, I am

Respectfully,

RODOLFO GIORGI,  
General Representative of the Tripoli  
Sample Fair Organization.



December 29 1933 .

In reply refer to  
PO 8650.607/43

The Acting Secretary of State presents his compliments to the Honorable the Secretary of Commerce and, referring to previous correspondence concerning the Eighth International Fair which is to be held at Tripoli in March of 1934, encloses a copy of a despatch from the American Embassy at Rome on the subject together with copies of certain of its enclosures.

Enclosures:  
From American Embassy  
at Rome, with enclosures.

DEC 29 1933  
MAIL  
PC:MBB:JMD 12/26/33  
WE  
PM  
9:28

8650.607/43



# INSTITUT AUTONOME DE LA FOIRE DE TRIPOLI

SOUS LE HAUT PATRONAGE DE SON EXC. BENITO MUSSOLINI

ROME - Via del Tritone N. 87 - ROME

Téléphone: 40-267

Adresse Télégraphique: FIERATRIPOLI

## VIII<sup>ème</sup> FOIRE DE TRIPOLI

11 MARS - 11 MAI 1934 - AN XII

### PROGRAMME

#### I.

#### REVISION GÉNÉRALE DE L'ACTIVITÉ COLONIALE

Produits spontanés - Concessions - Reboisement - Irrigations - Cultures méditerranéennes et tropicales - Industries extractives - Produits manufacturés - Organisation d'Etat et sous le contrôle de l'Etat - Initiative privée.

#### II.

#### EXPOSITION DE L'INDUSTRIE ET DU COMMERCE

*(répondant particulièrement aux demandes des marchés coloniaux)*

Section I - Agriculture - Mécanique agricole - Sylviculture - Zootechnie - Bonification.  
» II - Alimentation.  
» III - Ameublement - Arts décoratifs - Industries textiles - Habillement.  
» IV - Articles de ménage - Mercerie et quincaillerie - Verres et cristaux.  
» V - Papier et articles de bureau - Typographie - Lithographie.  
» VI - Chimie industrielle, agricole et pharmaceutique.

Section VII - Appareils scientifiques - Instruments de précision - Instruments de musique - Radio - Photographie - Cinématographie.

» VIII - Bâtiment - Hydraulique - Hygiène - Eclairage - Prévention et extinction des incendies.

» IX - Mécanique, grande et petite - Sidérurgie - Métallurgie - Electromécanique - Electrotechnique - Electrothermique - Industrie du froid - Outils - Instruments et ustensiles.

» X - Sport - Transports et communications.

#### EXPOSITIONS SPÉCIALES

Participations officielles étrangères - Tourisme, propagande, industrie hôtelière - Petites industries et artisanat - Prévoyance et Assistance sociale, Assurance - Tabacs et monopoles - Méthodes et formes de publicité.

#### ACTIVITÉS DIVERSES.

Arrivées et départs de caravanes de l'intérieur et pour l'intérieur - Etudes et Congrès - Cérémonies et Fêtes - Théâtre - Concerts - Concours de Società de Musique et d'Orpheons - Concours de Gymnastique et épreuves sportives diverses -

Visites à l'intérieur de la Tripolitaine.

# R È G L E M E N T G É N É R A L

## Art. 1. — BUT.

La VIII<sup>ème</sup> exposition, organisée par l'Institut Autonome de la Foire de Tripoli, et à qui celui-ci a conféré pour la cinquième fois le caractère d'importance d'une révision des marchés internationaux, a pour but de promouvoir même d'intensifier les échanges commerciaux et d'utiles rapports avec l'Afrique, en déterminant ainsi l'extension des industries et du trafic.

## Art. 2. — PRODUITS ET ADHESIONS

a) La Foire accepte tous les produits bruts ou travaillés provenant des Protectorats et des Colonies d'Afrique ou bien provenant des Nations du monde entier.  
La présentation de produits susceptibles d'être dangereux ou nuisibles est toutefois prohibée.  
Les producteurs peuvent apporter leur adhésion soit directement, soit par l'entremise de représentants.  
Les représentants sont strictement tenus à spécifier sur les documents d'inscription les noms des Maisons qu'ils représentent ainsi qu'à connaître les documents les y autorisant.  
Chaque Maison représentée constitue, à tous les effets, une participation unique, même si cette Maison est inscrite sur le même formulaire d'inscription que d'autres Maisons avec qui elle a un représentant commun, et même si elle occupe avec celles-ci un espace commun, par conséquent, tous les articles de ce présent Règlement, y compris ceux concernant la taxe obligatoire d'inscription et le minimum d'emplacement, doivent lui être appliqués en particulier.  
Les Instituts, Associations, Consortiums, les Administrations et les Industriels, etc. ayant été reconnus comme promoteurs et soutiens de l'Industrie et du Commerce sont également admis.  
Au cas d'expositions collectives, quel qu'en soit l'organisateur, la Maison exposante constitue, à tous les effets, une participation unique, même si elle est inscrite sur un formulaire d'inscription commun, par l'Institut ou son administrateur ou la personne chargée de l'organisation, et pour n'importe quel emplacement.

## Art. 3. — INSCRIPTIONS

a) La demande d'inscription à la Foire doit être faite sur des formulaires spéciaux fournis par l'Administration de la Foire; ces formulaires doivent être clairement rédigés et dûment signés par le titulaire ou le représentant autorisé de la Maison ou de l'Institut qui présente la demande.  
b) La demande constitue un engagement formel et aucune réserve ne peut être admise sur ce point. Cette demande doit être accompagnée d'un montant de la taxe fixe de cent (100) livres pour chaque Maison qui veut participer à l'Exposition.  
c) L'Institut est l'arbitre absolu en ce qui concerne l'acceptation de la demande et n'est tenu à aucune explication au cas de refus éventuel. La mesure s'applique également à la limite éventuelle du nombre des inscriptions.  
d) La décision d'acceptation de la demande est communiquée à l'Institut moyennant l'envoi du certificat spécial d'admission.  
e) L'emplacement réservé demandé sur le formulaire d'inscription définitivement concédé par le certificat d'admission est mis à la disposition de l'exposant et celui-ci ne pourra, en aucun cas, ni pour aucune raison, résilier le contrat ainsi engagé.  
f) Les demandes d'inscription seront acceptées jusqu'au 31 Janvier. Elles seront accueillies, après ce délai, en raison de l'espace encore disponible et moyennant une augmentation de 30% sur les tarifs normaux en vigueur.  
g) L'Administration se réserve le droit de modifier les dates fixées ci-dessus.

## Art. 4. — EMBLEMENTS ET TARIFS

L'Administration de la Foire met à la disposition des exposants les types de locaux et d'emplacements indiqués ci-dessous avec leurs tarifs respectifs.

a) Stands fermés de la superficie de mq. 24, (4 m. de façade 6 m. de profondeur) avec parois de bois et devanture vitrée de deux portes.	1. 2 800
b) Stands ouverts de 16 m <sup>2</sup> de superficie, la devanture vitrée remplacée par des cordelières et des colonnettes.	2 400
c) Stands ouverts de 8 m <sup>2</sup> de superficie.	1 500
d) Dans les pavillons, emplacements permanents ou semi-permanents, constitués d'une surface de plancher et de trois parois, sans devanture ni vitrine et sans plafond, (au minimum 12 m <sup>2</sup> le m <sup>2</sup> ).	150
e) Sous hangar, emplacement délimité par des chaînes et des poteaux fixés aux montants ou aux colonnes (minimum 12 m <sup>2</sup> le m <sup>2</sup> ).	90
f) Sur terrain découvert (minimum 12 m <sup>2</sup> ) le m <sup>2</sup> .	45
g) Sur les parois, espaces mesurés au mètre linéaire de hauteur, sur une hauteur fixe de m. 3,0 à partir de la base (minimum 2 mètres), au m <sup>2</sup> .	250

Les dimensions, en largeur et en profondeur des emplacements sous hangar ou hangar sont normalement égales dans les deux sens et ceux-ci ont une devanture d'un seul côté, sauf pour les stands d'angle qui peuvent retenir à l'avance, soit plusieurs stands contigus soit de nombreux emplacements de type différent.  
Les tarifs des emplacements d'angle de tout type et de toute dimension augmentent de 10%.  
L'Administration de la Foire se réserve la faculté d'établir et d'appliquer des tarifs spéciaux pour expositions et concours reconnus d'utilité publique ainsi que d'appliquer des rabais progressifs pour la location de locaux considérables.

## Art. 5. — PAIEMENTS

a) Le montant de la taxe d'admission doit accompagner la demande d'inscription. Il sera concédé aux seuls organisateurs d'expositions collectives, la faculté de payer les taxes d'admission après avoir établi définitivement le nombre de Maisons contribuant à former cette exposition collective. Le paiement devra toutefois être effectué immédiatement après la clôture des inscriptions, et dans tous les cas, avant l'ouverture de la Foire.  
b) Le montant de la location des emplacements doit être payé au comptant, ou par mandat-poste ou par chèque à l'ordre de l'Institut Autonome « Foire de Tripoli », dans les 15 jours suivant la date de délivrance du certificat d'admission; il en est de même pour toutes les demandes présentées avant le 31 Janvier 1934. Les demandes présentées après cette date devront être accompagnées du montant de la taxe d'admission ainsi que du montant global des taxes de location d'emplacement.  
c) L'Institut a la faculté de conclure des accords spéciaux pour une participation suivie pendant plusieurs années, en appliquant des tarifs de faveur et en concédant le paiement à plusieurs échéances.  
d) Aucun paiement n'est valide s'il n'est pas fait directement à l'Administration de l'Institut Autonome de la Foire de Tripoli, qui seule est autorisée à encaisser le montant des sommes dues et à délivrer des reçus.  
e) Au cas où le demandeur d'inscription serait repoussé, le montant des sommes éventuellement encaissées par l'Institut sera restitué.  
f) L'exposant qui n'aurait pas satisfait en temps voulu à ses obligations concernant le paiement, se trouve cependant engagé par sa signature de demande d'inscription; l'Institut est donc autorisé a priori à tirer sur lui des traites à vue pour le montant des sommes dues.  
g) Dans le but de se garantir contre l'insolvabilité de l'exposant, l'Institut peut, pour se rembourser, interdire la sortie des marchandises du quartier de la Foire, sans autre forme que celle d'une déclaration verbale. Dans le cas de non-paiement, l'Institut aura la faculté de procéder à la vente judiciaire des marchandises séquestrées.

## Art. 6. — DESIGNATION ET OCCUPATION DES EMBLEMENTS

a) L'Administration de la Foire désigne elle-même à chaque exposant l'emplacement qui lui est réservé selon le genre des marchandises à exposer.  
Les retardataires seront réunis en groupe, si toute autre disposition est impossible. L'Institut a toute faculté d'apporter au programme les modifications qu'il jugera opportunes pour favoriser la bonne réussite de l'exposition; la Direction est également autorisée à faciliter, alors qu'elle le juge opportun, l'organisation d'expositions collectives dans des pavillons ou des emplacements déterminés, même si ces expositions réunissent des échantillons appartenant à divers rayons de marchandises.  
b) La Direction générale de la Foire, par l'intermédiaire de bureaux compétents, est seule qualifiée pour assigner les emplacements; ses décisions sont sans appel.  
c) La cession totale ou partielle, même gratuite des emplacements, est, absolument interdite. Les exposants devront, à moins de concessions spéciales, tenir leurs stands ouverts selon les horaires établis, pendant toute la durée de l'Exposition.  
d) Aucune modification ne peut être apportée dans les locaux, tant à l'intérieur qu'à l'extérieur sans l'autorisation préalable de la Direction. Toute construction que les exposants se proposeraient de bâtir sur le terrain encore libre de toute construction ou à l'intérieur des pavillons, des stands ou des emplacements, doit être soumise à l'approbation préalable de la Direction. Cette dernière n'assume cependant aucune responsabilité éventuellement inhérente à cette construction. Le règlement énoncé dans le paragraphe précédent est également applicable ici, y compris en ce qui concerne la consolidation éventuelle des planchers et des parois. Tout travail autorisé de modification reste à la charge de l'exposant qui est tenu à verser aux Bureaux de la Foire un dépôt servant de garantie proportionnée aux frais de remise en état des locaux.  
e) Sauf le cas de force majeure, les locaux et les emplacements sont mis à la disposition des exposants 10 jours avant l'ouverture de la Foire. Alors que, par un cas de force majeure, les emplacements ne pourraient être mis à la disposition des exposants que pendant les quatre premiers jours de la Foire (au plus tard), la Direction n'est tenue qu'au seul remboursement du montant de la location pour la période durant laquelle les locaux n'ont pas été consignés.  
Au cas où les locaux ne seraient pas occupés par les exposants inscrits, cinq jours après l'ouverture de la Foire, et à moins d'accords préalables avec la Direction, celle-ci se réserve de considérer ces locaux comme libres et de les disposer en les utilisant ou en les cédant à d'autres exposants. La Direction n'est, en ce cas, tenue à aucun remboursement, tandis que les engagements contractés par l'exposant en signant sa demande d'inscription, restent valables, même si ce dernier ne participe pas à l'Exposition.

f) Les parois externes des locaux restent à la disposition de l'Institut qui garde le droit de les utiliser comme bon lui semble.  
g) Les locaux devront être évacués dans un délai de vingt jours à partir de la date de clôture de la Foire. Les locaux et les emplacements doivent être restitués exactement dans l'état où ils étaient lors de la consignation. L'exposant doit avoir soin de faire constater l'état des locaux par les bureaux compétents de la Foire. Au cas où l'exposant ne pourvoirait pas à l'évacuation des locaux dans le délai prévu, l'Administration de la Foire en effectuera directement le déménagement, aux frais de l'exposant et sans cependant assumer aucune responsabilité.

## Art. 7. — TRANSPORTS, IMMOBILISÉS, MAGASINS

a) Les exposants devront, dans le but de pouvoir bénéficier des facilités offertes et des rabais qui leur seront accordés, se conformer aux instructions spéciales qui leur seront communiquées par les bureaux compétents de la Foire.

b) L'excédent des marchandises, par rapport à l'espace disponible réservé, sera déposé dans les magasins de la Foire, moyennant le paiement anticipé d'une lire par quintal de marchandises en dépôt.

c) La Direction accorde le dépôt gratuit des échantillons à exposer, pour la période de dix jours précédant l'ouverture de la Foire et pendant les vingt jours suivant la fermeture de celle-ci, à l'exclusion des marchandises contemplées par le paragraphe ci-dessus.

d) Le transport des marchandises destinées à la Foire est réglementé par des mesures spéciales que la Direction se réserve de faire connaître en temps opportun.

e) Les échantillons devant être exposés jouissent des avantages de l'exportation temporaire, selon les règlements en vigueur.

f) Au cas où il serait permis à la Foire de se rendre fidéjusseur pour les exposants en ce qui concerne les dépôts de frais de douane, elle se réserve de concéder sa fidéjussure à son choix exclusif et sans appel; exception faite pour les marchandises en excédent par rapport à l'espace fixé.

g) La Foire se réserve de faire connaître en temps opportun aux intéressés tout ce qui concerne le Bureau spécial des Transports qui pourra éventuellement être confié à une Société ou à une Entreprise spécialisée qui assumerait en ce cas le titre, les fonctions et la responsabilité de « Délégation des Transports officiels ». Il en sera de même pour la Société ou Compagnie à qui sera confié le service de distribution des cartes d'inscription, des passeports, du timbrage des billets de voyage, etc.

Comme dérogation à ce qui est expressément établi par le paragraphe d), de l'Art. 5, les Délégations officielles seront autorisées à encaisser les sommes qui leur reviennent pour le service effectué.

#### Art. 8. — ASSURANCES.

La Direction de la Foire n'assume aucune responsabilité pour les dommages, avaries, pertes, ni pour les accidents d'aucun genre arrivés pendant avant ou après la Foire. Il est donc obligatoire pour les exposants de pourvoir à assurer leurs biens et leurs personnes ainsi que celles de leurs dépendants contre tous risques, depuis le moment où ceux-ci quittent leur résidence habituelle jusqu'au moment où ils y reviennent. Chaque assurance doit être établie d'après une police-type adoptée par la Foire. Cette dernière se réserve de faire connaître aux exposants le nom de la Compagnie choisie et recommandée comme délégation officielle de la Foire pour les Assurances. Le dernier alinéa du paragraphe g) du précédent article, est également applicable ici.

#### Art. 9. — DECORATIONS - AMEUBLEMENT - ENSEIGNES.

a) La Foire consigne à l'exposant les locaux et les terrains tels qu'ils sont, les parois nues et le toit visible; les exposants ont la faculté de pourvoir, à leurs frais, à la décoration et à l'ameublement des locaux et aux enseignes.

b) La Foire offre aux exposants l'avantage d'un « Office Technique » qui, en se servant d'une entreprise spécialisée, est à même de pourvoir, à des prix fixes et raisonnables, à la décoration et aux enseignes de types divers. Toutes les demandes devront parvenir à la Foire en temps voulu, c'est-à-dire au plus tard dix jours avant l'ouverture de celle-ci. Les tarifs pour l'exécution des travaux dont les ordres parviendront après ce délai seront augmentés de 10 %.

c) Les dimensions des enseignes devront être en rapport avec les espaces spécialement prévus pour chaque type d'emplacement, c'est-à-dire : Pour les stands de 24 à 16 m<sup>2</sup> : 3 m. 70 de large sur 0 m. 70 de haut. Pour les stands de 8 m<sup>2</sup> : 1 m. 30 de large sur 0 m. 70 de haut. Pour les emplacements ouverts : 1 mètre de moins que la largeur du stand vu de face, sur 0 m. 70 de hauteur.

d) L'application et la suspension de l'enseigne se font aux frais de l'exposant. Le bord inférieur de l'enseigne doit se trouver à au moins 2 m. 60 au-dessus du sol.

e) Rien ne pourra être appliqué sur la devanture des stands en plus de l'enseigne, et rien ne devra dépasser le périmètre externe, quel que soit le type de l'emplacement. La Direction se réserve de pourvoir, moyennant un personnel spécialement qualifié, et en déclinant toute responsabilité, à la correction d'éventuelles infractions à ces dispositions.

#### f) TARIFS.

##### 1. Décorations.

Décoration Type A) parois de nansouk blanc avec plinthe en bois, plafond de nansouk blanc tendu sur chassais de bois, Lire 5,30 le m<sup>2</sup>.

Décoration Type B) parois en toile de couleur à fond uni, avec plinthe en bois, ou en nansouk blanc avec grandes divisions décoratives en couleur, ou bien tendues de toile de jute naturelle avec plinthe en bois, plafond du Type A) Lire 6,60 le m<sup>2</sup>.

Décoration Type C) parois en toile de jute en couleur ou en nansouk de couleur sur fond uni, avec décorations modernes et originales rappelant le caractère des marchandises exposées, plafond du Type A) Lire 9,50 le m<sup>2</sup>.

Décoration Type D) décorations spéciales de luxe pour lesquelles des dessins seront étudiés séparément, au gré des exposants, par le Bureau spécialisé qui établira les projets et leurs prix respectifs.

Pour les stands entièrement fermés, ayant une superficie de 24 m<sup>2</sup>, la fourniture complète de la décoration s'élève respectivement :

pour le type A) standard ordinaire	L. 400
pour le type B) moyen	500
pour le type C) luxe	670

##### 2. Enseignes.

Enseignes en nansouk blanc, inscription en deux couleurs, cadre bois; hauteur : 0 m. 70 Lire 20 le m.

Dans les stands fermés ou ouverts des pavillons, les enseignes ont, en général, les dimensions suivantes : m. 3,70 x 0,70 (30 lettres au maximum), leur prix est de L. 74.

Le prix des enseignes de petite dimension, c'est-à-dire de moins de 2 mètres de longueur, est majoré de 30 %.

Les paiements doivent être faits directement à l'Institut, en raison d'un versement de 50 % de la valeur totale à la commande et de 50 % à la livraison.

#### Art. 10. — SERVICES TECHNIQUES

##### Eclairage - Force motrice - Eau.

a) Les machines en action sont admises, pourvu que toutes les précautions soient prises en ce qui concerne leur fonctionnement. (Les dispositions prises par le paragraphe b) du présent article sont également valables dans le cas présent.)

L'Institut a toutefois le droit d'imposer un horaire limité à la présentation des machines en action et n'assume aucune responsabilité pour les accidents, attendu qu'il oblige à pourvoir chaque machine des dispositifs

de protection aptes à prévenir les accidents et vu qu'il exige que les risques soient couverts par une assurance (art. 8).

b) L'exposant doit faire parvenir, en même temps que sa demande d'inscription, une demande spéciale indiquant la quantité d'énergie est nécessaire pour l'éclairage, la force motrice et l'eau. Les frais d'aux conduits principaux restent à la charge de l'exposant.

c) Les frais d'éclairage à l'intérieur des stands et des emplacements sont à la charge de l'exposant. Toutes les installations électriques faites par l'Office Technique de l'Institut, à des tarifs fixes et spécialement avantageux.

Au cas où l'on constaterait une consommation d'énergie électrique force motrice ou d'eau, supérieure à la demande présentée par l'exposant, celui-ci sera tenu de payer une amende proportionnée au surplus de consommation vérifié; il sera, de plus, rendu responsable des dommages matériels causés par la surcharge imposée aux installations.

d) La Foire ne transmet que les garanties qu'elle reçoit de son entreprise productrices et n'assume à ce sujet aucune responsabilité.

#### f) TARIFS.

##### 1. Quote-part fixe de raccordement:

Pour l'éclairage	L. 40
Pour la force motrice	75
Pour l'eau	50

##### 2. Installations:

Pour l'éclairage:

Installation pour prise de courant jusqu'à 200 Watt, à l'exclusion lampes, appareils, réflecteurs, etc.

Pour attaches ou prises supérieures à 200 Watt, augmentation de 10 % pour chaque 100 Watt en plus.

Pour la force motrice:

Prise de courant pour force motrice jusqu'à la puissance de 1 CV.

Pour une puissance supérieure, augmentation de 10 % par plus.

Pour l'eau:

Tuyauterie et installation allant du conduit central à l'emploi moyennant des tuyaux d'un demi pouce: par mètre de ligne: (à l'exclusion robinets)

Avec tubes d'un pouce par mètre de ligne (à l'exclusion robinets)

Pour les installations d'une puissance supérieure, le devis est sur demande et à des prix de faveur.

##### 3. Consommation.

Eclairage (à courant alternatif monophasé, tension 125 volts rides) minimum 50 Watt pour 60 jours d'allumage à L. 1,40 par jour chaque 50 Watt.

Force motrice (à courant alternatif triphasé, tension 230 volts, rides) minimum 1 CV. par 60 jours d'exercice à L. 2,25 par jour et p.

Eau: Tuyauterie de demi pouce avec un minimum d'exercice jours L. 1,20 par jour. Pour tuyauterie d'un pouce comme ci-dessus par jour.

L'horaire de distribution établi par la Direction est en rapport l'horaire d'ouverture de la Foire (en moyenne de 4 heures le soir lumière et de 7 heures durant la journée pour la force motrice et l'eau).

Toutes les installations posées appartiennent à l'Institut qui les retire à la clôture de la Foire. Les exposants devront remettre la Direction de la Foire, toutes les installations en parfait état de condition et de fonctionnement. L'Institut concède la location d'appareils, réflecteurs, ventilateurs, supports, etc. pendant toute la durée de l'Exposition, et selon les disponibilités, à des prix à établir sur place. Il en est même pour divers types de lampes destinées à l'illumination. L'Institut favorisera dans les limites du possible, les exposants désireux d'installer des appareils d'illumination spéciaux tels que fontaines, etc. pour la durée de la Foire ou pour une occasion spéciale. Les demandes sujet devront être adressées en temps utile.

Le paiement anticipé pour toute la période de la Foire doit être effectué suivant les règles fixées par le paragraphe d) de l'art. 5.

Le montant des sommes excédant le chiffre minimum fixé devra versé sur présentation de la quittance relative. La somme établie pour minimum de consommation reste acquise à l'Institut Autonome de la Foire, même si l'exposant devait, pour une raison quelconque, diminuer ou suspendre la consommation d'énergie avant l'expiration des 60 d'allumage ou d'exploitation de force motrice. L'éclairage électrique fourni, sur demande, cinq jours avant l'ouverture de la Foire et jours après sa clôture, afin de faciliter respectivement l'installation et le démontage des stands. Les mêmes tarifs seront appliqués pendant périodes.

#### Art. 11. — CATALOGUE OFFICIEL.

a) L'Institut pourvoit à l'édition d'un Catalogue des Maisons santes; ce Catalogue paraîtra et sera distribué pendant la durée de la Foire.

b) L'Institut déclare n'assumer aucune responsabilité touchant erreurs, omissions, etc. qui pourraient se vérifier sur ce Catalogue.

c) L'inscription au Catalogue est gratuite et sera rédigée d'après les indications fournies par la demande d'inscription; si toutefois dernières parviennent à temps, c'est-à-dire avant le 15 Janvier 1934.

d) Le Catalogue sera réparti en deux nomenclatures: par ordre alphabétique et par produits.

e) Les Représentants seront inscrits au Catalogue, tant sous le de leur Maison, que sur les listes des Maisons représentées, pourvu demande en soit faite en temps utile.

f) L'Institut pourvoit, s'il le juge opportun et en dehors de engagement ou contrôle, à la publication d'un « Supplément » au Catalogue.

g) Le Catalogue pourra contenir des annonces de publicité. Les demandes concernant les annonces devront être adressées à l'Institut Autonome « Foire de Tripoli », qui fera connaître les tarifs en vigueur.

#### Art. 12. — PUBLICITE DANS LA FOIRE.

Toute annonce de publicité que les exposants désirent faire apposer dans le quartier de la Foire, en dehors de l'espace qui leur est réservé doit être soumise à l'approbation de l'Institut qui établira pour chaque cas les conditions correspondantes.

Au cas où il s'agirait d'imprimés (affiches apposées à l'extérieur parois, ou à l'intérieur) ceux-ci devront être fournis par la Maison mécène cette dernière devra fournir, en tout autre cas, les dessins et les maquettes nécessaires.

Les affiches et autres moyens de publicité sont exempts de timbre l'intérieur de la Foire.

**Art. 13. — VENTE.**

vente des échantillons remplaçables est permise pendant la durée Foire; les échantillons ne pouvant être remplacés ne doivent être qu'après la période d'Exposition. L'Institut jouit de la pleine et table liberté de permettre ou non ces ventes, et n'est en rien tenu ver un refus.

Les ventes sont soumises au contrôle de l'Office Commercial de l'Ins- spécialement qualifié.

**Art. 14. — REPRESENTATION.**

2) Dans le but de faciliter par tous les moyens l'intervention des  
is à faire partie de la Foire, l'Institut assume, par l'entremise de  
sice Commercial, la représentation des Sociétés ou Maisons qui lui  
fit la demande expresse.

b) En assumant cette représentation, l'Institut se charge d'effectuer opérations suivantes:

veiller l'aménagement des stands, déballer les marchandises, et les ranger de façon convenable, assurer les services de nettoyage et de bonne tenue de l'emplacement, fournir les informations, distribuer le matériel fourni par la Maison, et à la fin de l'exposition, démonter le stand et pourvoir à l'emballage et à la réexpédition des marchandises non vendues.

au cas où les emballages employés à l'aller ne suffisent pas à le bon état des marchandises pour le voyage de retour, les frais pour un nouvel emballage seront calculés et portés sur la s frais courants.

La rémunération de ces services est fixée à 30 % de l'ensemble de la location de l'emplacement. Le minimum est de 500 livres.

Pour chaque dépense extra, comme : personnel technique, commis-  
iter les affaires, ventes, etc., non comprise dans les services énu-  
u paragraphe b), et autorisées par la Maison, la somme globale  
devra être envoyée à l'avance.

La représentation assumée pour la durée de la Foire (paragraphe 15 jours après la clôture de celle-ci.

L'Institut accepte la représentation uniquement dans le cas où il soit parfaitement en règle avec les dispositions contenues dans le Règlement; dispositions qui devront être acceptées sans réserve de la nature de la demande d'inscription.

Le service de vente est exclu de la représentation décrite ci-dessus  
et pourra éventuellement assumer ce service à la suite d'accords  
rapport à l'importance de l'exposition.

## L. 15. — ACCES - HORAIRE - SURVEILLANCE - NETTOYAGE.

L'entrée du quartier de la Foire sera réglée, autant pour les exposants, que pour les visiteurs, selon un horaire qui sera communiqué opportun et rendu de notoriété publique.

L'Institut se réserve d'établir, librement et en dehors de tout , les tarifs des billets d'entrée à la Foire tant pour les jours ordinaires que pour les occasions spéciales (fêtes etc.) devant avoir lieu dans l'année; il se réserve également d'établir des cartes et des insignes.

Les titulaires et le personnel des Maisons exposantes venant de ou de l'étranger, auront l'entrée gratuite à la Foire sur présentation du billet de voyage.

Des cartes d'entrée gratuites seront concédées aux Maisons de rue locales ainsi qu'à celles qui assument un personnel local, en raison minimum de 2 cartes (1 pour le titulaire, 1 pour le service), à un um de 4 (1 pour le titulaire, 3 pour le service), proportionnellement ace engagé.

Au cas où les intérêts de la Maison seraient régis par un représentant, les cartes d'entrée gratuites seront délivrées à ce dernier en raison de titulaire et d'une carte de service, quel que soit le nombre de Mal-

sons représentées, sauf dans le cas de plusieurs locations dans des emplacements et des rayons différents; l'Institut accorde alors une carte de service pour chaque emplacement.

f) Un service d'ordre, de surveillance et de nettoyage général sera établi par les soins de l'Institut, moyennant un personnel spécial tout en s'en tenant aux termes de l'Art. 8 et sans dispenser l'intéressé de la surveillance de ses marchandises, tant au point de vue de la surveillance proprement dite qu'à celui du nettoyage de l'emplacement.

### Art. 16. — CONCOURS ET DIPLOMES

a) Dans le but d'établir une sélection opportune des marchandises exposées, l'Institut organise des Concours avec des prix et récompenses entre les Maisons faisant partie d'un même compartiment ou catégorie, pourvu que ces Maisons en fassent la demande. Les différents compartiments sont mentionnés sur le Catalogue.

b) Chaque Catégorie aura à sa disposition des prix consistant en une médaille de vermeil et une d'argent, ainsi que des diplômes de Grand Prix, médailles d'or et d'argent en nombre proportionné aux Maisons participant aux Concours.

c) Des Jurys, formés de personnalités techniques compétentes, opportunément choisies et désignées, décerneront les prix aux différentes Maisons. Le jugement émis par ce Jury reste sans contrôle comme sans appel.

d) L'inscription à ces Concours reste subordonnée au paiement d'une taxe spéciale qui doit accompagner la demande. Les paragraphes d), e), f), de l'Art. 5 trouvent ici leur application.

e) L'Institut se réserve la faculté d'établir des Concours spéciaux avec des épreuves pratiques. Des prix en espèces pourront être établis comme récompense à ces Concours.

Toutes les Maisons prenant part à l'exposition auront droit à un diplôme de participation, même si elles ne prennent pas part aux concours à primes.

**Art. 17. — DIVERS.**

a) L'Institut peut se faire représenter partout et dans toutes les occasions par des personnes de confiance: celles-ci seront munies de pièces d'identité spéciales qu'elles devront présenter sur la demande des intéressés. Toutes les affaires traitées par ces représentants devront en tous les cas, pour acquiescer de la validité, être ratifiées par l'Institut. Sauf autorisation spéciale, renouvelée à chaque occasion, l'Institut ne reconnaîtra aucun versement fait à ces représentants (voir paragraphe d) art. 5.

b) L'Institut se réserve la faculté de publier des règlements internes et d'émaner toutes les dispositions éventuellement requises pour préparer et régler de la façon la plus satisfaisante l'organisation de la Foire et pour assurer le bon fonctionnement de ses services. Les exposants sont tenus à observer les règlements et les dispositions qui peuvent être considérés *a priori* comme faisant partie de ce présent Règlement Général. Le manque d'obéissance à ces règlements de la part des exposants ou du personnel placé sous leur responsabilité, est susceptible de provoquer le renvoi pur et simple sans droit à aucun remboursement ni indemnité, ou dommages-intérêts d'aucune sorte.

c) L'Institut, ainsi qu'il a été dit plus haut, se réserve de pourvoir à l'organisation de certains services, moyennant des organes spéciaux et particulièrement outillés. L'Institut n'assume toutefois aucune responsabilité directe et décline toute solidarité avec les Gérants des Services particuliers.

Art. 18.

Les personnes prenant part à la Foire ou leurs représentants se trouvent, de par la signature apposée à leur demande d'admission, avoir élu domicile légal près le siège officiel de l'Institut et reconnaissent par là même, à tous effets de loi, de contestation ou de controverse, la compétence des Tribunaux de Tripoli.

L'INSTITUT AUTONOME DE LA FOIRE DE TRIPOLI

**Les Bureaux de l'Institut restent à la complète disposition des intéressés pour toutes les informations, nouvelles ou conseils, que ceux-ci jugeront opportun de leur demander.**

### Correspondance dans les principales langues étrangères.

**Distribution de matériel de propagande sur demande et gratuitement.**



# INSTITUT AUTONOME DE LA FOIRE DE TRIPOLI

SOUS LE HAUT PATRONAGE DE SON EXC. BENITO MUSSOLINI

ROME - Via del Tritone, N. 87 - ROME

Téléphone 40-267

Adresse Télégraphique: FIERATRIP

## FOIRE INTERNATIONALE ANNUELLE MARS - MAI

### Ordre d'insertion sur le Catalogue officiel

La Maison soussignée

avec siège à

rue

N. Téléphone

Adresse télégraphique

ayant pris connaissance des conditions de publicité dans le Catalogue

Officiel de la Foire de Tripoli, déclare accepter intégralement les conditions précitées, établies par le Règlement

Général de la Foire et commande

à Lires

à Lires

à Lires

Total Lires

qu'elle s'engage à verser sur présentation de pièces justificatives.

Le texte des annonces est en annexe et les clichés sont envoyés séparément.

# TARIFS

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	non exposants	exposants
1. Une double page . . . . .	L. 900	L. 450
2. Une page . . . . .	» 600	» 300
3. Une demi-page . . . . .	» 300	» 150
4. Quart de page. . . . .	» 250	» 125
5. Huitième de page . . . . .	» 140	» 70
6. Espace réservé à la base du texte . . . . .	» 160	» 80
7. Cartonnages légers à intercaler dans les pages du texte.		

Marques, pages en couleur fournies par les Maisons intéressées, (du même format que le Catalogue ou plus petites) caractères typographiques divers ou autres types d'insertions. . . . .

Conditions à établir  
(Voir art. II du Règlement Général)

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## Résumé des conditions principales d'insertion dans le Catalogue

Les clichés restent à la charge de l'intéressé qui doit également fournir les textes des inscriptions.

La Maison qui, pour un motif quelconque n'aurait pas envoyé avant le 15 Février le texte des inscriptions à imprimer dans l'espace qui lui est réservé, devra, quoi qu'il arrive, faire face à ses engagements et l'espace réservé paraîtra avec l'inscription d'usage.

Les inscriptions commissionnées après la date précitée ne seront acceptées que s'il est encore temps et sans aucun engagement pour leur publication. De toute façon, les intéressés n'auront pas droit, même si la publication a lieu, à revoir les épreuves d'imprimerie.

Aucun paiement n'est valide s'il n'est pas fait directement à l'Institut Autonome « Fiera di Tripoli » qui est le seul qualifié pour recevoir ses sommes et relâcher des quittances en bonne et dûe forme.

Un exemplaire du Catalogue Officiel de la « Foire de Tripoli » sera envoyé gratuitement et franc de port à toute personne y ayant inséré une annonce.





# INSTITUT AUTONOME DE LA FOIRE DE TRIPOLI

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VIII<sup>ème</sup> MANIFESTATION  
11 MARS - 11 MAI 1934 - An. XII.

## DEMANDE DE REPRÉSENTATION À LA FOIRE

La Maison (ou Institution) ..... avec siège à .....

Rue ..... N<sup>o</sup> ..... Téléph. ..... Télégr. ....

admise comme participante à la Foire de Tripoli, s'obligeant à observer ponctuellement toutes les clauses exposées dans le Règlement Général de ladite Foire, déclare confier, comme effectivement elle la confie, sa propre représentation à la Foire, à l'Institut Autonome de la Foire d'échantillons de Tripoli, dans les limites et aux conditions, établies par l'Art. 14 du dit Règlement.

S'engage à payer la somme due, sur la base du paragraphe d) de l'Article précité, c'est-à-dire

Lires ..... dans les huit jours à dater de l'acceptation de la présente demande.

le ..... 19

Timbre de la Maison (ou Société)  
et signature de son Représentant Légal

## **(Extrait du Règlement Général de la Foire)**

### **Art. 14. — REPRESENTATION**

a) Dans le but de faciliter par tous les moyens l'intervention des Maisons à faire partie de la Foire, l'Institut assumé, par l'entremise de son Office Commercial, la représentation des Sociétés ou Maisons qui lui en font la demande expresse.

b) En assumant cette représentation, l'Institut se charge d'effectuer les opérations suivantes :  
Surveiller l'aménagement des stands — déballer les marchandises, et les disposer de façon convenable — assurer les services de nettoyage et de bonne tenue de l'emplacement, fournir les informations, distribuer le matériel de réclame fourni par la Maison, et à la fin de l'exposition, démonter le stand et pourvoir à l'emballage et à la réexpédition des marchandises non vendues.

c) au cas où les emballages employés à l'aller ne suffisent pas à assurer le bon état des marchandises pour le voyage de retour, les frais nécessaires pour un nouvel emballage seront calculés et portés sur la note des frais courants.

d) la rémunération de ces services est fixée au 30% de l'ensemble des frais de location de l'emplacement. Le minimum est de 500 livres.

e) Pour chaque dépense extra, comme : personnel technique, commis pour traiter les affaires, ventes etc., non comprise dans les services énumérés au paragraphe b), et autorisée par la Maison, la somme globale convenu devra être envoyée à l'avance

f) La représentation assumée pour la durée de la Foire (voir paragraphe b), cessera 15 jours après la clôture de celle-ci.

g) L'Institut accepte la représentation uniquement dans le cas où l'intéressé soit parfaitement en règle avec les dispositions contenues dans le présent Règlement; dispositions qui devront être acceptées sans réserve à la signature de la demande d'inscription.

h) Le service de vente est exclu de la représentation décrite ci-dessus; l'Institut pourra éventuellement assumer ce service à la suite d'accords pris en rapport à l'importance de l'exposition.

55-2143



# TRIPOLI

C.V. TESTI

# ENTE AUTONOMO FIERA DI TRIPOLI

VIII MANIFESTAZIONE

V. RASSEGNA COLONIALE  
I N T E R N A Z I O N A L E  
I N A F R I C A

11 marzo / 11 maggio

VIII DISPLAY

V. INTERNATIONAL  
C O L O N I A L F A I R  
I N A F R I C A

11<sup>th</sup> March / 11<sup>th</sup> May

ROMA / Via del Tritone, n. 87. / Telegrammi: FIERATRIPOLI  
TRIPOLI / Viale Sicilia (Sciara el Garbi)

VIII MANIFESTATION

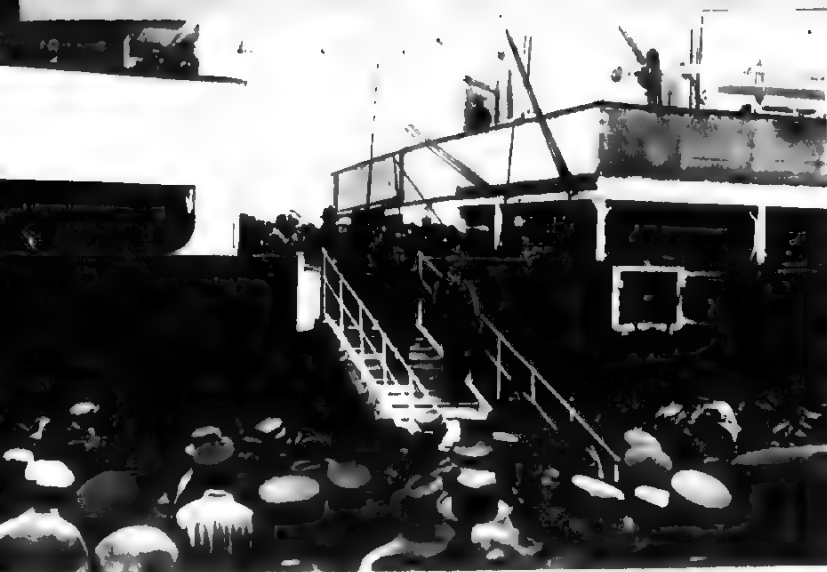
V. REVUE COLONIALE  
I N T E R N A T I O N A L E  
E N A F R I Q U E

11 mars / 11 mai

VIII VERANSTALTUNG

V. INTERNATIONALE  
K O L O N I A L M E S S E  
I N A F R I K A

11. März / 11. Mai



After a charming voyage Mediterranean Africa greets for the first time the passenger with the unforgettable spectacle of White Tripoli and the green scenery of its palm-tree gardens.

Nach einer märchenhaften Reise begrüsst Afrika vom Mittelmeer aus den Reisenden. Er sieht das unvergessliche Schauspiel des leuchtenden Tripolis und dazu grünende Palmengärten.

Dopo un viaggio incantevole l'Africa mediterranea dà il suo primo saluto al passeggero con l'indimenticabile spettacolo della bianca Tripoli e del verde scenario dei suoi giardini di palme.

Après un voyage enchanteur l'Afrique méditerranéenne accueille le voyageur avec l'inoubliable spectacle de Tripoli la blanche et le décor verdoyant de ses palmeraies.



La Residenza Governatoriale,  
il palazzo della Banca  
d'Italia.

La Résidence du Gouverneur.  
La Banque d'Italie.



The Governor's residence,  
the palace of the Bank of  
Italy.

Die Residenz des Gouverneurs.  
Die « Banca d'Italia ».





Anche gli interni di talune costruzioni moderne richiamano l'arte moresca.

Auch die Interieur von some modernen Konstruktionen erinnern an Mauresche Kunst.



Parfois les intérieurs de quelque maisons modernes rappellent aussi l'art mauresque

Auch das Innere gewisser modernen Gebäude erinnern an Mauresche Kunst





Sport events of international importance:  
the « Eighth Tripoli Grand Prix motor-car  
competition ».

Avvenimenti sportivi di  
risonanza internazionale:  
« l'Ottavo Gran Premio  
Automobilistico di Tripoli ».



Sport von Weltruf:  
« Der Achte Gross-  
preis des Autorennen  
in Tripolis ».

Événements sportifs de renommée inter-  
nationale: le « Huitième Grand Prix de la  
Course d'Automobiles de Tripoli ».



Und unter anderen Attraktionen, die Schauspiele, die das «Teatro Miramare» bietet, die sportliche Mondanität der Fuchsjagd, die Verschiedenheit und der Reichtum der Jagd.



E fra le altre attrazioni, gli spettacoli offerti dal Teatro Miramare, la sportiva mondanità della caccia alla volpe, la varietà e la ricchezza della fauna venatoria.

Et parmi les autres attractions l'on compte: les représentations du Théâtre Miramare; de délicieuses parties de ce sport si mondain, la chasse au renard; les ressources d'une faune riche et variée.

And among the other attractions, the spectacles offered by the Teatro Miramare, the wordly sport of fox-hunting, the variety and wealth of game.

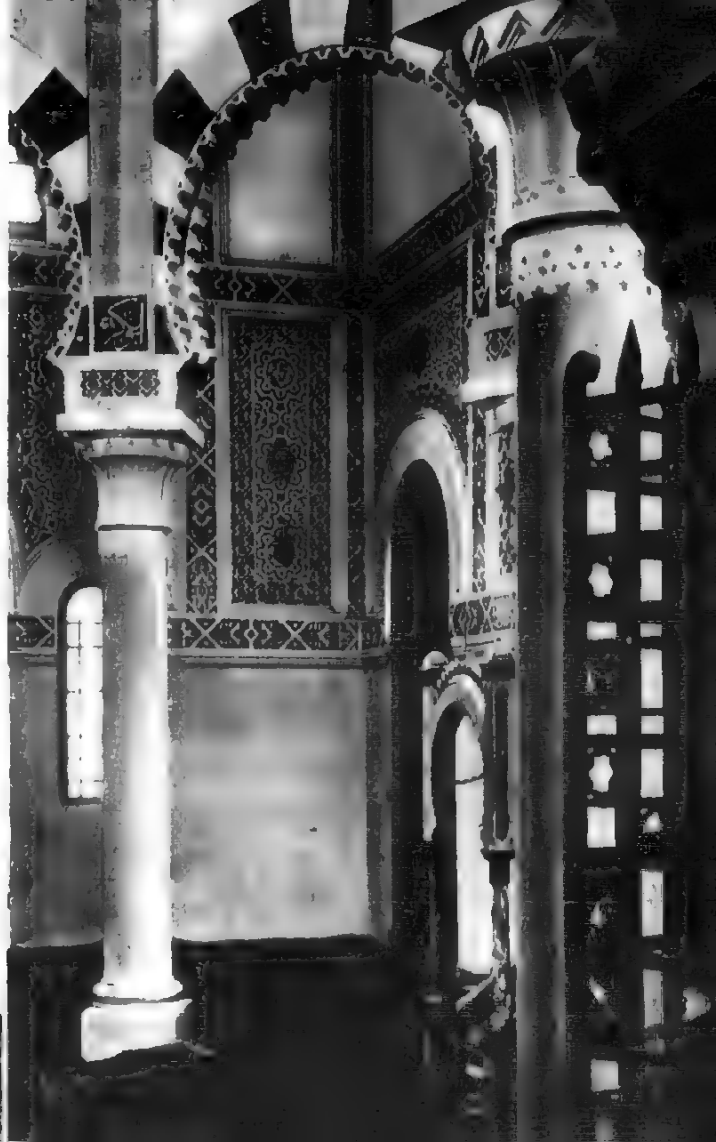


Bianchi marabutti custodienti venerate spoglie di  
santoni. Angoli quieti di moschee.

Des blancs marabouts sont les silencieux gardiens  
des tombes vénérées des santons. Des tranquilles  
coins de mosquée.

White Marabouts'tombs which preserve the vene-  
rated remains of Santons. Quiet mosque corners.

Weisse Marabuts bewachen die angebeteten Ge-  
beine von «santoni». Ruhige Ecken in Moscheen.



La vie et les coutumes indigènes au fond des  
fondouks mystérieux.

Life and customs of natives in my  
sterious « fondouks ».

Leben und Sitten der Eingeborenen  
in geheimnisvollen Winckeln.

Vita e costumi in-  
digeni in fondouchi  
misteriosi





Bianche visioni di edifici  
e di corti che richiamano  
scene delle «Mille e una  
Notte».

De blanches visions d'é-  
difices et de patios évo-  
quent des scènes tirées des  
«Milles et une nuits».





White visions of buildings  
and courts which remind  
us of scenes of the « Ara-  
bian Nights ».

Weisse Gebäude und Höfe  
sind Erscheinungen, die uns  
Szenen aus « Tausend und  
einer Nacht » ins Gedäch-  
tnis zurückrufen.



Fresche sorgenti. Giardini lussureggianti. Can-  
dore di pozzi nelle oasi.



Sources fraîches. Jardins luxuriants. Limpidité  
des puits au cœur des oasis.



Cool water springs. Luxurious gardens. White sparkling wells in the oases.

● Frische Wasserquellen. Uppige Gärten. Blendend weisse Brunnen in den Oasen.







La steppa dissodata esprime dovizia di frutti.

Le désert défriché donne ses fruits en abondance.

The ploughed soil shows abundance of crops.

Die urbar gemachte Steppe bringt Überfluss an Erzeugnissen.





# OTTAVA FIERA

Anno X. Un decennio di politica coloniale fascista

Dix ans de politique coloniale fasciste.

Ten years of Fascist Colonial Politics.

Zehn Jahre Faschistischer Kolonialpolitik

La Fiera di Tripoli  
rappresenta il punto  
di confluenza an-  
nuale di tutte le cor-  
renti mercantili più  
importanti da e per  
l'Africa.

La Foire de Tripoli représente  
le point stratégique où conver-  
gent et se réunissent annuelle-  
ment tous les grands courants  
marchands venant de l'Afrique  
ou s'y rendant.

The Tripoli Fair represents  
the point of the yearly con-  
fluence of all the most im-  
portant mercantile currents  
from and to Africa.

In Messamt von Tripolis vereinigen sich jährlich alle wichtigen Handelsströme von und nach Afrika.





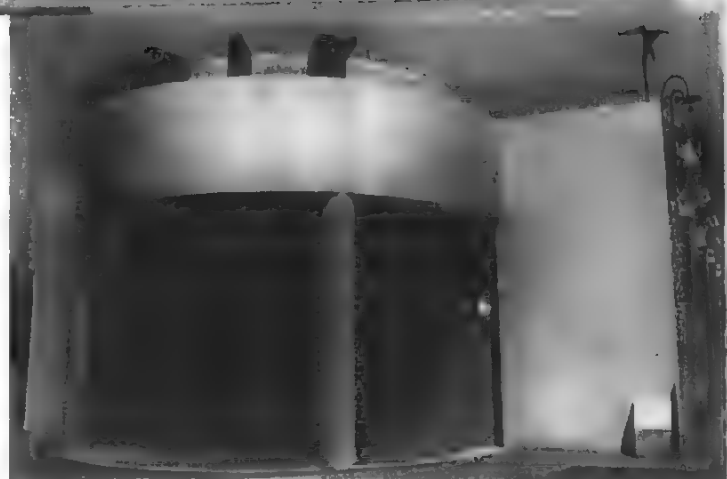
Qualche elemento sulla VII Manifestazione tripolina. Espositori N. 1.511. Area recintata 52.000 mq. di cui coperti da padiglioni permanenti o semipermanenti 15.500, tutti occupati al 100 per cento. Partecipazioni ufficiali del Belgio, dell'Egitto, del Lussemburgo, dell'Algeria, dell'Ungheria. Rappresentanze cospicue dei maggiori Paesi del mondo.

Quelques données sur la VIIème Foire de Tripoli. N. 1.511 exposants; une enceinte de 52.000 mètres carrés dont plus de 15.500 mètres carrés de surface couverte de pavillons permanents ou semi-permanents, le tout occupé au cent pour cent. Les Nations ayant pris part à la Foire: la Belgique, l'Egypte, le Luxembourg, l'Algerie, la Hongrie<sup>ts</sup>. Importantes représentations des plus grands Etats du monde.



Some data on the VII Tripoline Display. Exhibitors, N. 1.511, enclosed area 52.000 sq. meters, whereof 15.500 covered with permanent or semi-permanent pavilions, all used at 100 per cent. Intervention of Belgium, Egypt, Luxembourg, Algeria, Hungary. Conspicuous representations of the foremost countries in the World.

Einige Zahlen über die VII. Tripolis Messe. Zahl der Aussteller 1.511; abgeschlossener Raum 52.000 qm., hievon von ständigen oder fast ständigen Pavillons bedeckt 15.500, alles hundertprozentig besetzt. Teilnahme von Belgien, Ägypten, Luxemburg, Algerien, Ungarn. Vertretungen der bedeutendsten Länder der Welt.



Decine e decine di migliaia di visitatori di tutte le nazionalità, di tutti i ceti, metropolitani ed indigeni, malgrado la congiuntura hanno sviluppato un considerevolissimo numero di affari.

Des dizaines et des dizaines de milliers de visiteurs de toutes les nationalités, de toute condition sociale, tant appartenant à la Métropole qu'indigènes ont, malgré les difficultés du moment, réalisé un chiffre considérable d'affaires.



Thousands and thousands of visitors from all Countries, of all classes, metropolitans and natives, notwithstanding the crisis have developed a noteworthy amount of business.

Tausende und Abertausende von Reisenden aller Nationalitäten, aller Stände, Grosstädter und Eingeborene, haben trotz der Konjunktur ausserordentlich viel Geschäfte abgeschlossen.



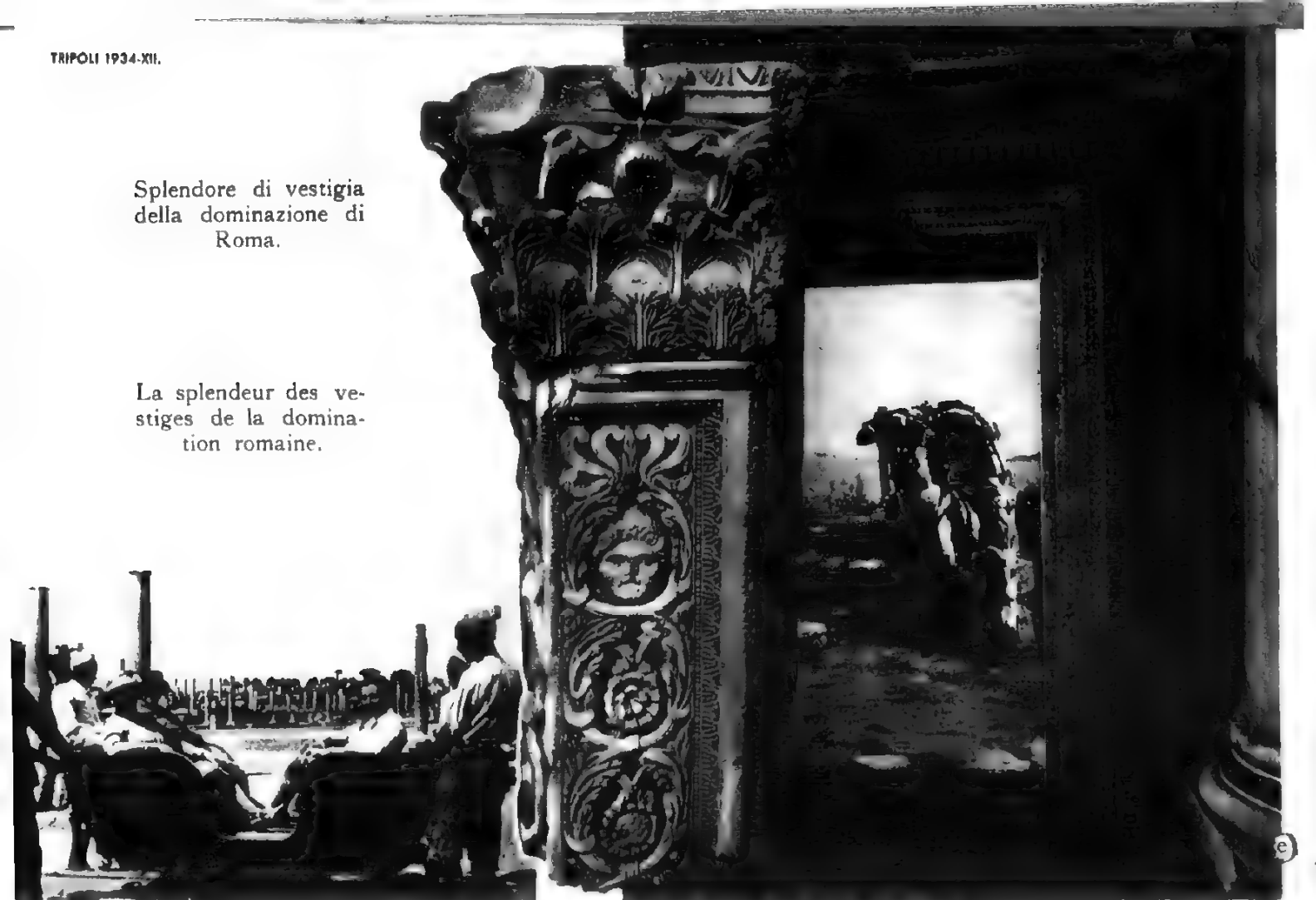






Splendore di vestigia  
della dominazione di  
Roma.

La splendeur des ve-  
stiges de la domina-  
tion romaine.



Splendour of vestiges  
of the Roman  
conquest.

Prachtvolle Reste  
der Römerherrschaft.

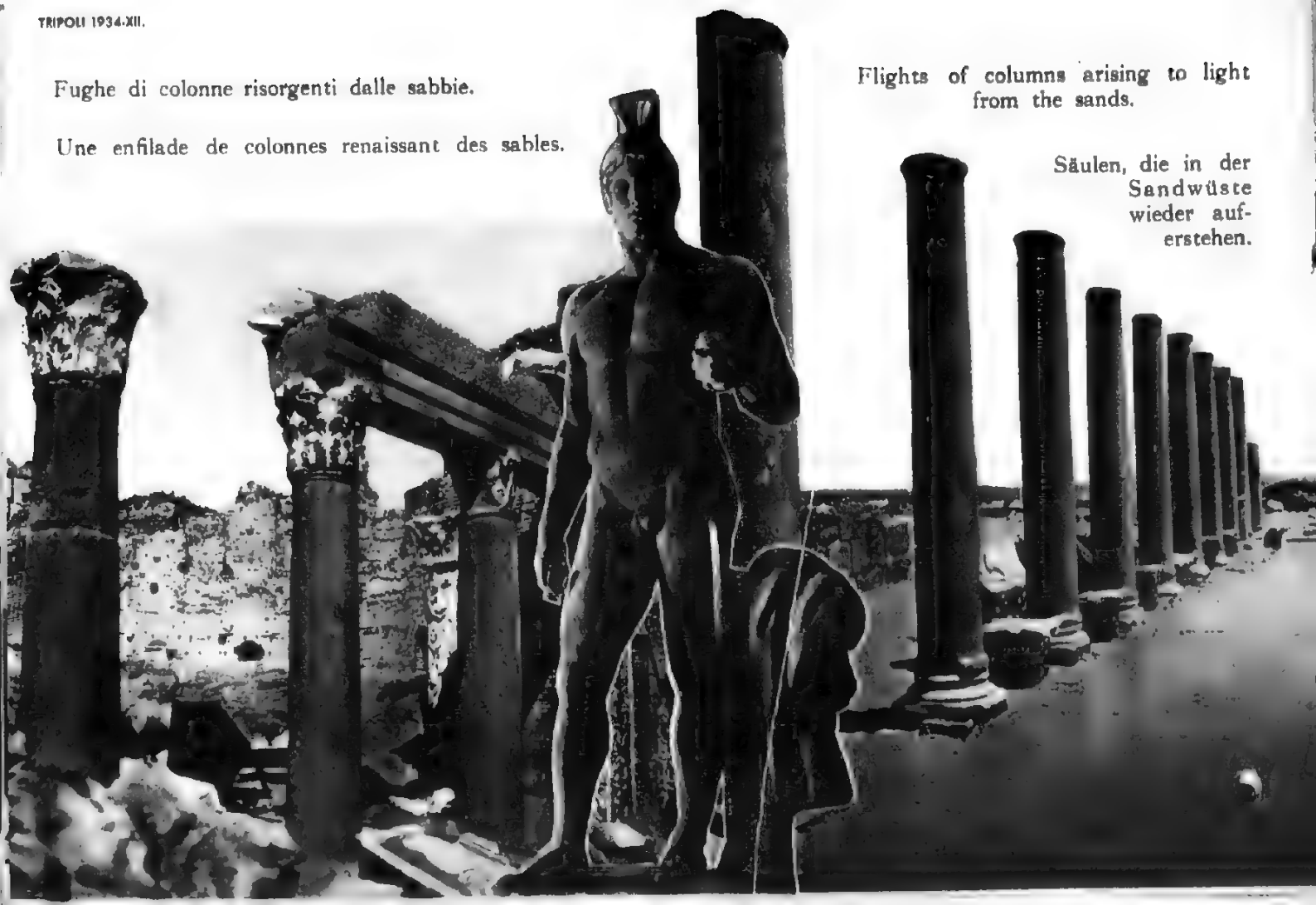


Fughe di colonne risorgenti dalle sabbie.

Une enfilade de colonnes renaissant des sables.

Flights of columns arising to light  
from the sands.

Säulen, die in der  
Sandwüste  
wieder auf-  
erstehen.



VISIONI DI QUIETI ABITATI DELL'INTERNO.



Calmes visions de centres habités à l'intérieur.

Visions of quiet towns inland.

Ruhige, bewohnte Gegenden im Inneren des Landes.



Turrite cittadine, senti-  
nelle avanzate verso il  
deserto....

De petites villes forti-  
fiées, sentinelles avan-  
cées du Désert....



Towered towns, the  
scouts of the desert....

Türmereiche Städte,  
Vorposten gegen die  
Wüste....





.... che si perde lontano  
nell'assorta immensità  
assolata.

.... qui se perd vers  
l'infini, dans un loin-  
tain immobile inondé  
de soleil.

... that loses itself far  
away in the ingulfed  
sunny immensity.

.. die sich in der Ferne,  
in der Sonne verliert.





**VISITATE LA TRIPOLITANIA «Ove l'inverno è primavera»**

## **ENTE TURISTICO TRIPOLITANO**

**Stagione Coloniale Ottobre-Maggio; riduzioni di viaggio**

TRIPOLI città moderna; tutti gli sports; Casino Municipale; stazione climatica; soggiorno ideale durante l'inverno; dotata di alberghi e ristoranti di ogni categoria, camere e pensioni private. Stabilimenti balneari marini. — Città barbaresca, la più caratteristica del Nord Africa; fantasie indigene e di cavalieri arabi; concorsi di addobbi nei quartieri indigeni.

FIERA CAMPIONARIA INTERNAZIONALE (11 marzo-11 maggio) — CORSE DI CAVALIERI ARABI, DI MEHARISTI, AL GALOPPO (marzo-aprile) — CAMPIONATO DI TIRO A VOLO CON 200.000 L. DI PREMI (24 marzo - 1° aprile) — RADUNO MOTOCICLISTICO (12-20 aprile) — CAMPIONATO INTERNAZIONALE DI TENNIS (2ª quindicina aprile) — OTTAVO CIRCUITO AUTOMOBILISTICO DI VELOCITA' (cui è collegata la famosa Lotteria tipo Dublino) — RADUNO AUTOMOBILISTICO (30 aprile) — CAMPIONATO TRIPOLINO E TORNEO NAZIONALE DI SCHERMA (4-14 maggio) — PARTITE INTERNAZIONALI DI CALCIO E PUGILATO — GARE CICLISTICHE — CORSO DEI FIORI — CACCIA (alla volpe; lepri, pernici, gazzelle).

ESCURSIONI: lungo il litorale ovest sino al confine tunisino; all'est sino ai laghi di Tauorga. Nell'interno, attraverso altipiani, alle zone pre-desertiche, città e castelli indigeni e berberi, case trogloditiche, moschee, sinagoghe, uadi, concessioni, scavi di Leptis Magna e Sabratha. Visioni panoramiche, folkloristiche e Fata Morgana. Gite con cammelli. Autoservizi a tariffe ridotte nel periodo invernale.

SCALI D'IMBARCO: Genova, Livorno, Civitavecchia, Napoli, Cagliari, Palermo, Messina, Catania, Siracusa, Malta, Trapani, Marsala, Pantelleria, Tunisi, Sfax, Gerba, Alessandria d'Egitto, ecc. — AEROPORTI: Ostia, Napoli, Siracusa, Malta, Tripoli.

PER VISITARE LA COLONIA: I cittadini italiani residenti nel Regno possono usufruire delle apposite tessere (che danno diritto oltre all'entrata in Colonia, anche a notevoli riduzioni di trasporto) o richiedere il lasciapassare coloniale. Per i cittadini italiani e stranieri muniti di passaporto è sufficiente l'apposizione del visto per recarsi in Colonia, da parte delle Questure del Regno; e dagli Uffici Consolari o Diplomatici se si trovano all'Estero.

Per informazioni rivolgersi: all'ENTE TURISTICO TRIPOLITANO, TRIPOLI; ed a qualsiasi Agenzia di Viaggio.

**VISITEZ LA TRIPOLITAINE «Où l'hiver est un printemps»**

## **ENTE TURISTICO TRIPOLITANO**

**Saison Coloniale d'octobre à mai; facilités de voyage**

TRIPOLI: ville moderne; tous les comforts; tous les sports; Casino Municipal; station climatique; séjour d'hiver idéal; Hôtels et restaurants de luxe, de 1.ère, 2.ème et 3.ème classe; chambres meublées et pensions. Etablissements balnéaires de mer. — La plus caractéristique des cités barbaresques de l'Afrique du Nord; fantasias de chevaux-légers arabes; concours aux quartiers indigènes.

FOIRE D'ÉCHANTILLONS (11 mars-11 mai) — COURSES DE CAVALIERS ARABES, DE MEHARISTES et AU GALOP (mars-avril) — TIR AU PIGEON (24 mars-1.er avril, 200.000 livres de prix) — MEETING DE MOTOCYCLISME (12-20 avril) — TOURNOI INTERNATIONAL DE TENNIS (2.ème quinzaine d'avril) — VIII.ème CIRCUIT AUTOMOBILE DE VITESSE (auquel est liée la Loterie sur le type de celle de Dublin) — MEETING D'AUTOMOBILISME (30 avril) — TOURNOI TRIPOLITAIN ET NATIONAL D'ESCRIME (4-14 mai) — MATCHES INTERNATIONALES DE FOOT-BALL, DE BOXE — EPREUVES CYCLISTES — CONCOURS DE FLEURS — CHASSE (au renard; aux lièvres, perdreaux et gazelle).

EXCURSIONS: à l'ouest, le long du littoral jusqu'aux confins tunisiens; à l'est jusqu'aux lacs de Tauorga. À l'intérieur, à travers de hauts plateaux, jusqu'à la liste des régions désertiques, villes et châteaux indigènes et berbères, habitations troglodytiques, mosquées, synagogues, uidiân, forêts de palmiers, dattiers, oliviers et fertiles fermes agricoles. Localités d'antiquités romaines: Leptis Magna, Sabratha. Vues panoramiques; folklore; mirage. Randonnée à dos de chameau; services automobiles.

PORTS D'EMBARQUEMENT: Gênes, Livourne, Civitavecchia, Naples, Messine, Catane, Syracuse, Malte, Trapani, Marsala, Pantelleria, Tunisi, Sfax, Djerba, Alexandrie d'Égypte, etc. — AEROPORTS: Ostia, Naples, Syracuse, Malte et Tripoli.

POUR VISITER LA COLONIE: Les étrangers munis d'un passeport peuvent entrer en Colonie après avoir obtenu un visa, des préfectures de Police du Royaume ou des Autorités consulaires et diplomatiques italiennes des Pays où ils se trouvent.

Pour tous renseignements s'adresser à l'ENTE TURISTICO TRIPOLITANO, TRIPOLI et à toutes les Agences de voyages.

**DO VISIT TRIPOLITANIA «Where Winter is Spring»**

## ENTE TURISTICO TRIPOLITANO

Colonial Season from October till May; reductions on the voyage fares

**TRIPOLI.** A modern city; every comfort; all kinds of sport; health-resort; an ideal winter resort; luxurious hotels and restaurants, 1st, and 2nd and 3rd class rooms and private pensions; sea bathing establishments. The most characteristic Barbary city of N. Africa; native fantasias; fantasias of Arab horsemen; competitions in decoration of native quarters.

**INTERNATIONAL SAMPLES FAIR (March 11-May 11) — ARAB HORSE-RACES — CAMEL RACES AND HORSE RACES (March-April) — PIGEON SHOOTING MATCHES (Prizes for Lit. 200.000, March 28 - April 5) — MOTOR CYCLIST RALLY (April 12 to 28) — INTERNATIONAL TENNIS CHAMPIONSHIP (2nd fortnight of April) — VIII SPEED MOTOR-CARS CIRCUIT (to which is attached a Lottery like the Dublin Horse Races Lottery) — MOTOR-CAR RALLY (April 30) — TRIPOLI AND NATIONAL FENCING MATCHES (May 4 to 14) — INTERNATIONAL FOOTBALL AND BOXING MATCHES — BICYCLE RACES — FLOWER COMPETITION, etc.**

**EXCURSIONS:** Along the western coast to the Tunisian frontier; along the eastern coast as far as the Taorga Lakes. In the interior: across the tableland, the pre-desert zone, Arab and Berber towns and castles, troglodyte dwellings, mosques, synagogues, wadis, palm and olive groves and fertile plantations. Roman antiquities: Leptis Magna, Sabratha. Panoramic views, Fata Morgana. Camel rides. Motor services. Partridge hare- and gazelle shooting.

**PORTS OF EMBARCATION:** Genoa, Leghorn, Civitavecchia, Naples, Cagliari, Palermo, Messina, Catania, Syracuse, Malta, Trapani, Marsala, Pantelleria, Tunis, Sfax, Djerba, Alexandria etc. — **AIRPORTS:** Ostia, Naples, Syracuse, Malta and Tripoli.

**IN ORDER TO VISIT THE COLONY:** Foreign subjects must have their passports visaed for the Colony at an y Police Office in Italy or at any Italian consulate in the country in which they reside or are travelling.

**For information:** Apply to ENTE TURISTICO TRIPOLITANO, TRIPOLI or any other tourist Agency.

**BESUCHET TRIPOLITANIEN «Wo der Winter wie Frühling ist»**

## ENTE TURISTICO TRIPOLITANO

Saison Oktober bis Mai; besondere Fahrpreismässigungen

**TRIPOLI,** Moderne Stadt mit allem Komfort, Kursaal; klimatischer Kurort, mit besten Unterkunfts-Verhältnissen vom Luxushotel bis zur Privatpension. Herrliches Strandbad mit Restaurant und Tanz, von Mai bis Oktober geöffnet. Neben der modernen neuen europäischen Stadt die malerischen Viertel der Eingeborenen, die charakteristischsten in ganz Nordafrika, mit ihrem folklore, Fantasien, Tänze, Reiterspiele, usw.

**VERANSTALTUNGEN: MUSTERMESSE UND KOLONIAL-AUSSTELLUNG (11. März bis 11. Mai) — PFERDE-RENNEN, KAMEEL-WETTRENNEN DER EINGEBORENEN (März-April) — TAUBEN-SCHIESSEN (200.000 Lire Preise, 24. März bis 1. April) — MOTORRAD-ZUSAMMENKUNFT (12. bis 20. April) — INTERNATIONALES TURNIER (2. Hälfte April) — GESCHWINDIGKEITS-AUTORENNEN (mit dem die dem Dublinerloos ähnliche Lotterie verbunden ist) — AUTO-ZUSAMMENKUNFT (30. April) — FECHT-TURNIER (4. bis 7. Mai, 11. bis 14. Mai) — INTERNATIONALE FUSSBALL-SPIELE, BOXKÄMPFE, RADRENNEN — BLUMENKORSO.**

**AUSFLÜGE:** Am Meeresufer westlich bis zur Grenze von Tunis; östlich bis zu den Seen von Taorga; südlich ins Gebirge, in die Steppe in die Landgüter, und in Oase. Zu den bedeutenden Ausgrabungen altrömischer Städte wie Leptis Magna, Sabratha usw. Besuch von Felshöhlen-Wohnungen, Moscheen, Synagogen. Palmen und Olivenhaine. Auto-Ausflüge, Kameelritte, Fata Morgana, folklore, Jagen auf Gazellen Hasen, Rebhühner usw.

**EINSCHIFFUNGSHAFEN:** Genua, Livorno, Civitavecchia, Neapel, Cagliari, Palermo, Messina, Catania, Sirakus, Trapani, Marsala, Pantelleria, Tunis, Sfax, Gerba, Alexandrien (Aegypten) — **FLUGHAFEN:** Ostia (Rom), Neapel, Sirakus, Malta und Tripoli.

**ZUR REISE NACH TRIPOLITANIEN:** Verlangt man von den Kgl. Italienischen Konsulaten ein Passvisum.

**Auskunft:** bei jeder Reise-Agentur, in Tripoli beim ENTE TURISTICO TRIPOLITANO.



12<sup>ème</sup> FOIRE  
TRIPOLI



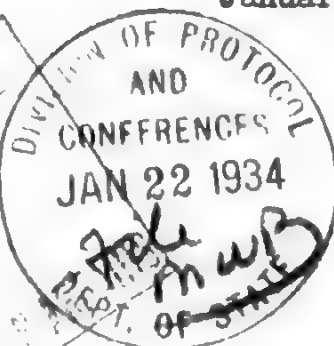
DEPARTMENT OF COMMERCE  
OFFICE OF THE SECRETARY  
WASHINGTON



January 15, 1934.

*WE*

Hon. Wilbur J. Carr,  
Assistant Secretary of State,  
Department of State,  
Washington, D. C.



Dear Mr. Carr:

With further reference to previous correspondence on the subject of the Eighth International Fair at Tripoli (reference PC 865C.607/43), the data on hand now appear sufficient for use in a Commerce Reports' article. A copy of the item prepared is enclosed.

If further action in this connection appears to you desirable, the Bureau of Foreign and Domestic Commerce will be glad to comply with your wishes.

Sincerely yours,

*John Dickinson*

Assistant Secretary of Commerce.

Inclosure 22833.

FP 865C.607/44

JAN 23 1934

FILED

January 13, 1934.

### 1934 International Fair at Tripoli

The eighth Sample Fair of Tripoli in the Italian colony of Libya in North Africa will be held from March 11 to May 11, 1934. The Fair is also called the Fifth International and Intercolonial Exposition in Africa, in keeping with its aims and scope. The Fair is under the patronage and encouragement of the Italian Government. The exposition offers opportunity to display industrial commodities relating particularly to the needs of colonial markets. The classification of exhibits in the industrial and commercial section of the Fair is as follows:

(1) Agriculture, agricultural equipment, forestry, livestock, reclamation;  
(2) food; (3) furniture, decorative arts, textiles, clothing; (4) household articles, hardware, glassware; (5) paper and office appliances, lithography;  
(6) industrial, agricultural and pharmaceutical chemistry; (7) scientific apparatus, precision instruments, radio, photography, cinematography; (8) building, hydraulics, hygiene, lighting, fire prevention and extinction; (9) mechanics, metallurgy, electric apparatus, including refrigeration, tools, instruments and utensils; (10) sport, transportation and communication. The business office of the Fair is called "Institut Autonome de la Foire de Tripoli", with headquarters at Via del Tritone, 87, Rome, Italy.

# DOCUMENT FILE

## NOTE

SEE 884.00/299 FOR #1393

FROM Ethiopia ( Southard ) DATED July 17, 1934  
TO NAME 1-1187 ...

REGARDING: Belatta Kidane Mariam Aberra, Ethiopian who was in charge of the Ethiopian exhibit to the Italian Fair in Tripoli has probably sold the exhibit and applied the proceeds to a pleasure jaunt in Europe.

865C.607/45

December 8 1934

In reply refer to  
PC 8650.607/46

The Secretary of State presents his compliments to the Honorable the Secretary of Commerce and transmits as of possible interest to his Department a copy of a despatch dated November 21, 1934, from the American Embassy at Rome, together with an accompanying communication and certain enclosures from the General Representative of the Ninth International Sample Fair to be held in Tripoli from March 11 to May 11, 1935.

**Enclosures:**

From American Embassy,  
Rome, November 21, 1934,  
with enclosures.

PC:JHL:JMD 12/6/34

DEC 6 1934  
CB

WE  
PM CAB  
12/7/34  
a.r.u.

DEC 10 1934  
12/10/34  
12/10/34  
12/10/34

8650.607/46





EMBASSY OF THE  
UNITED STATES OF AMERICA

No. 811.

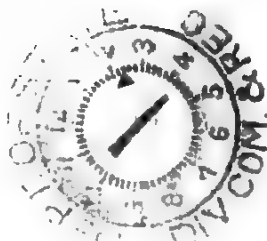
ROME, November 21, 1934.

Subject: Ninth Tripoli Fair.

DEC 4/12

8650.607

PM RECD



DEC 5 34



8650.607/47

The Honorable  
The Secretary of State,  
Washington.

Sir:

With reference to the Embassy's despatch No. 291 of November 27, 1933, regarding the Eighth International Fair at Tripoli, I have the honor to transmit herewith, for the Department's information, a copy and translation of a communication from the Representative of the Fair, concerning the Ninth Fair to be held at Tripoli from March 11th to May 11th, 1935.

143

DEC 8 - 1934

FILED

Respectfully yours,

A. Kirk.

Alexander Kirk,  
Chargé d'Affaires ad interim.

Enclosures:

Copy and translation letter.

and literature

7

OVERFLOW FILES

12-7-34

Enclosure No. 1 to despatch No. 811 of November 21, 1934,  
from the Embassy in Rome.

C C P Y

ENTE AUTONOMO  
FIERA CAMPIONARIA DI TRIPOLI  
Il Rappresentante Generale

Roma, 18 Novembre 1934 XIII  
Via Tritone, 87 Telef. 40-267

Eccellenza,

Questo Ente, confortato dal successo delle otto precedenti Fiere e dall'incoraggiamento di S.M. il Capo del Governo, suo Alto Patrono, si accinge ad organizzare la IX Manifestazione che avrà luogo a Tripoli dall'11 Marzo all'11 Maggio p.v.

La Rassegna avrà anche quest'anno carattere internazionale e intercoloniale e l'Ente Autonomo organizzatore rivolge perciò il suo appello ai produttori di ogni Paese interessati alle correnti commerciali da e per l'Africa, segnalando loro, nel contempo, le caratteristiche della Manifestazione, la sua attuale attrezzatura, i tangibili risultati già conseguiti, e l'interessamento che in maniera sempre più sensibile i circoli economici di ogni Paese e Colonia le dimostrano.

L'esperienza delle otto precedenti edizioni, delle quali cinque internazionali, ci consente di poter affermare che la Fiera di Tripoli, oltre che costituire per l'espositore una fonte di affari immediati, gli consente soprattutto di prendere contatto con i mercati coloniali, di saggiarne i particolari bisogni ed attrezzare così la propria azienda per l'esportazione verso una particolarissima e non facile clientela.

Mi auguro che V.M. vorrà segnalare alla benevola attenzione del proprio Governo le finalità e l'importanza della Manifestazione, affinché, attraverso una Nostra Ufficiale, consenta a quei prodotti del Paese che si repoteranno maggiormente adatti, di venire sottoposti all'attenta ed interessata osservazione dei compratori coloniali.

Mi sono permesso di inviare all'E.V., in plico a parte, alcuni stampati di propaganda, che La prego di voler far distribuire come meglio crederà opportuno.

Ringrazio sentitamente V.M. per quanto vorrà fare, ed in attesa di un cortese cenno di riscontro, porgo l'espressione della mia deferente osservanza,

IL RAPPRESENTANTE GENERALE DELL'ENTE AUTONOMO  
FIERA CAMPIONARIA DI TRIPOLI  
(Rodolfo Giorgi)

(F.to) RODOLFO GIORGI

A S.M. IL SIGNOR BRUCKNERIDGE LONG  
Ambasciatore degli Stati Uniti d'America  
presso S.M. il Re d'Italia  
R C I A

Enclosure No. 2 to despatch No. 811 of November 21, 1934,  
from the Embassy in Rome.

T R A N S L A T I O N

---

TRIPOLI SAMPLE FAIR

General Representative

Rome, Via Tritone 87,

November 18, 1934.

Excellency,

The Organizing Committee, encouraged by the success of the eight preceding Fairs and by the support of His Excellency the Chief of the Government, its High Patron, is preparing for the IX Exhibition which will take place at Tripoli from March 11th to May 11th, next.

The Exposition this year also will be international and intercolonial in character and the Organizing Committee, therefore, is addressing the producers of every country interested in commerce to and from Africa, calling their attention at the same time to the characteristics of the Exposition, its general make-up, the tangible results already achieved, and the ever increasing interest shown by economic circles of every nation and colony.

The experience of the last eight Fairs, five of which were international, permits us to affirm that the Tripoli Fair, other than constituting for the exhibitor an immediate market, brings him in contact with the colonial markets, their particular needs, and enables him to prepare his products for exportation to a select and somewhat difficult clientele.

1

His Excellency Breckinridge Long,  
Ambassador of the United States of America  
to His Majesty the King of Italy,  
R C I L .

I trust that Your Excellency will bring to the benevolent attention of Your Government the aims and importance of this Exposition, so that, by an official exhibit, the products of your country most suitable for this market, will be placed on view for the attentive and interested observation of the colonial buyers.

Under separate cover, I am taking the liberty of sending ✓  
Your Excellency some of our advertising literature, for such distribution as may be considered opportune.

Thanking Your Excellency for what you will do and awaiting a courteous reply, please accept the expression of my high esteem.

RODCLEFC GIORGI,  
General Representative of the  
Tripoli Sample Fair Organization.

PD

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RECEIVED  
DEPARTMENT OF STATE

ROYAL ITALIAN EMBASSY

1934 DEC 13 AM 9 06

DIVISION OF  
COMMUNICATIONS  
AND RECORDS

December 24 1934.

DIVISION OF  
AND  
CONFERENCES  
DEC 13 1934

*Adm. Sec. to  
Ambassador  
12/15/34*

865C.607/47

The Italian Ambassador presents his compliments to His Excellency the Secretary of State and has the honor to inform him that from the 11th of March to the 11th of May , 1935, there will be held at Tripoli the Ninth International Fair.

The Ambassador deems it opportune to call the attention of His Excellency the Secretary of State on the fact that this international Fair presents every year an increasing interest, due to foreign participation and the progress of the mercantile and port activities of the city of Tripoli.

The Ambassador has the honor further to inform His Excellency the Secretary of State that the American participation in the said International Fair will be particularly appreciated by the Italian Government.

Washington D.C. December 11, 1934.

DEC 26 1934

FILED

*OR*

865C 607

In reply refer to  
PC 865C.607/47

865C.607/47

The Secretary of State presents his compliments to the Honorable the Secretary of Commerce and encloses a copy of a note received from the Royal Italian Ambassador inviting this Government to participate in the Ninth International Fair to be held at Tripoli from March 11 to May 11, 1935.

The Ambassador has been informed that information concerning the Fair has been brought to the attention of the appropriate Departments of this Government for public dissemination but that no funds are available for official participation therein.

A similar letter is being sent to the Secretary of Agriculture.

Enclosure:  
From Italian  
Ambassador, December 11, 1934.

PC:EMOD:JMD  
RS:JMD 12/19/34

WE  
amb

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RS -

In reply refer to  
PC

1652 607

The Secretary of State presents his compliments to the Honorable the Secretary of Agriculture and encloses a copy of a note received from the Royal Italian Ambassador inviting this Government to participate in the Ninth International Fair to be held at Tripoli from March 11 to May 11, 1935.

The Ambassador has been informed that information concerning the Fair has been brought to the attention of the appropriate Departments of this Government for public dissemination but that no funds are available for official participation therein.

A similar letter is being sent to the Secretary of Commerce.

Enclosure:  
From Italian  
Ambassador, December 11, 1934.

PC:EMcD:JMD  
RS:JMD 12/19/34

CH

DL

12/19/34 PM

WE  
CUB  
DM  
12/19/34

A true copy of  
12/19/34

8650.607/47

865 C.607/47

The Secretary of State presents his compliments to His Excellency the Royal Italian Ambassador and has the honor to acknowledge the receipt of his communication of December 11, 1934, kindly inviting this Government to participate in the Ninth International Fair to be held in Tripoli from March 11 to May 11, 1935.

In reply the Secretary of State desires to inform the Royal Italian Ambassador that this information has been communicated to the appropriate Departments of the Government for consideration and dissemination. The Secretary regrets that no funds are available for official participation in the Fair.

Department of State,

Washington, December 24 1934

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DEC 21 1934 PM 1  
8650.607/47

PC:EMcD:JMD  
RS:JMD

12/19/34

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135 SEP 14 11 9 AM

ROYAL ITALIAN EMBASSY

File  
DIVISION AND  
CONFERENCE  
SEP 16 1935  
NWB:VN 9-16  
DEPT. OF STATE

The Italian Ambassador presents his compliments to His Excellency the Secretary of State and has the honor to inform him that during the Spring of 1936 there will be held at Tripoli the Tenth International Fair .

The intervention of additional Countries, the building of more Pavillions and the display at the Fair of exhibits of new categories of production are evidences that the Fair of Tripoli arouses increasing interest as a meeting point of western and colonial economies offered to producers of all Nations.

Upon the request of the Presidency of the Fair, supported by the Italian Government , the Ambassador has the honor to extend to the American Government an invitation to take part at the Tenth International Fair of Tripoli with an official Exhibition of the economic progress of the United States.

Washington, September 13, 1935.

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SEP 20 1935

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8650.6074

SEP 14 1935

In reply refer to  
PC 8650.607/48

The Secretary of State presents his compliments to the Honorable the Secretary of Agriculture and encloses a copy of a communication dated September 13, 1935, from the Royal Italian Ambassador, inviting this Government to participate in the Tenth International Fair to be held in Tripoli during the spring of 1936.

The Department would appreciate receiving your suggestions with respect to the reply which may be made to the Italian Embassy's communication. The views of the Secretary of Commerce are likewise being requested.

Enclosure:  
From Royal Italian Ambassador,  
September 13, 1935.

PC: MWB:VW  
9/16

8650.607/48

9/18-12:50  
9/18-3:40  
9/18-4:50

September 19 1935

In reply refer to  
PC 8650.607/48

The Secretary of State presents his compliments to the Honorable the Secretary of Commerce and encloses a copy of a communication dated September 13, 1935, from the Royal Italian Ambassador, inviting this Government to participate in the Tenth International Fair to be held in Tripoli during the spring of 1936.

The Department would appreciate receiving your suggestions with respect to the reply which may be made to the Italian Embassy's communication. The views of the Secretary of Agriculture are likewise being requested.

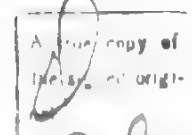
8650.607/48

Enclosure:  
From Royal Italian Ambassador,  
September 13, 1935.

PC: MWB: VW  
9/18

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lc

9/19/35



8650.607/48

The Secretary of State presents his compliments to His Excellency the Royal Italian Ambassador and has the honor to acknowledge the receipt of his communication of September 13, 1935, extending to the Government of the United States an invitation to participate in the Tenth International Fair to be held in Tripoli during the spring of 1936.

Mr. Hull will be pleased to reply definitely to Mr. Rosso's communication as soon as replies shall have been received from the Government Departments to which the matter has been referred.

Department of State,

Washington,

8650.607/48

PC:WVB:VW

9/16

EE

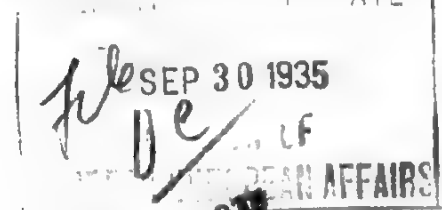


EMBASSY OF THE  
UNITED STATES OF AMERICA

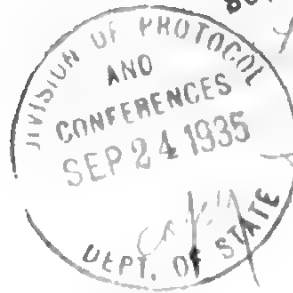
Rome, September 9, 1935.

No. 1299

Subject: Tenth Tripoli Fair



September 28 1935



865C.607/49

GDG

FILED  
SEP 30 1935

The Honorable

The Secretary of State,  
Washington.

Sir:

With reference to the Embassy's despatch of November 21, 1934, regarding the Ninth Tripoli Fair, I have the honor to transmit herewith for the Department's information a copy of a communication which has been received from the President of the Corporation organizing the fair concerning the preparation for the Tenth Tripoli Fair.

Respectfully yours,

For the Ambassador

A. Kirk.  
Alexander Kirk  
Counselor of Embassy.

Enclosure:  
Translation Concerning Tenth  
Tripoli Fair

AK/go

Enclosure No. 1 to Despatch 1299, to the Department.

T R A N S L A T I O N

Ente Autonomo

Fiera Campionaria di Tripoli

Rome, Sept. 3, 1935 XIII.

---

Office of the President.

Excellency:

The Corporation of the Fair of Tripoli is organizing with renewed energy the Tenth Season, which will have greater prominence than the preceding ones both on account of the visit which His Excellency the Chief of Government will make to the Colony next year, and because it will be a worthy celebration of its decennial.

The Fair of Tripoli aims not only to renew and to assemble trade channels already existing between the various States for developed economy and the African territories, but particularly to favor new initiative and to seek new outlets for trade. All kinds of products of any country which tend to establish or increase business connections with the markets of Africa should be present at the Fair of Tripoli. The U. S. A. among the first.

This year the Fair will be presented under the most favorable auspices: new pavilions will be erected, new countries officially represented, new products exhibited.

I hope that Your Excellency may bring to the worthy attention of your Government the importance of the Fair so that those industries most appropriate may be allowed to submit their products to the interested observation of colonial buyers.

With cordial thanks to Your Excellency for whatever you may be able to do, and awaiting a favorable reply, I am

Respectfully yours,

THE PRESIDENT

9/25-3140  
9/27-1100

In reply refer to  
PC 8650.607/49

September 28 1935

The Secretary of State presents his compliments to the Honorable the Secretary of Commerce and with reference to previous correspondence concerning the International Fair to be held at Tripoli in the spring of 1936, encloses a copy of a despatch on the subject from the American Embassy at Rome.

8650.607/49

**Enclosure:**

From Embassy, Rome, No. 1299,  
September 9, 1935.

*MWB*  
PC:MWB:RH:SS  
9/25

SEP 28 1935  
*607*

WE:  
*[Signature]*  
PC  
9/27/35  
*[Signature]*

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the signed  
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*gch*

September 28 1935

In reply refer to  
PC 8650.607/49

The Secretary of State presents his compliments to the Honorable the Secretary of Agriculture and with reference to previous correspondence concerning the International Fair to be held at Tripoli in the spring of 1936, encloses a copy of a despatch on the subject from the American Embassy at Rome.

Enclosure:  
From Embassy, Rome, No. 1299,  
September 9, 1935.

SEP 2 11 30 AM '35

PC: MWB: RH: SB  
9/25

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9/27/35

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the signed orig  
nal.

8650.607/49



DEPARTMENT OF STATE

THE SECRETARY

Mr. Dunn

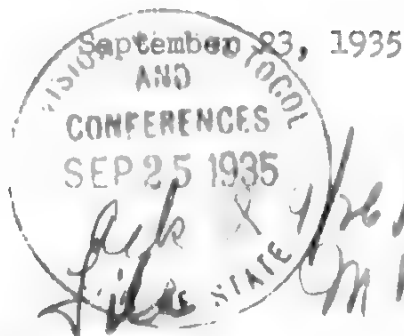
We propose sending the  
attached to Mr. Ritchie, unless you  
know of some reason for doing  
otherwise. When he comes  
here, would you see him, if  
necessary?

Aug

5  
RECEIVED  
DEPARTMENT OF STATE  
DEPARTMENT OF COMMERCE  
OFFICE OF THE SECRETARY  
WASHINGTON

1935 SEP 25 AM 9 30

COMMUNICATIONS  
The Honorable,  
The Secretary of State,  
Washington, D. C.



September 28 1935

My dear Mr. Secretary:

I thank you for your note of September 19 transmitting the invitation to this government to participate in the Tenth International Fair to be held at Tripoli during the spring of 1936 (State Department file PC 8650.607/48).

The opinion of this Department is that conditions generally do not favor official representation at the projected exposition. However, as has been customary, publicity will be given the undertaking through "Commerce Reports," the official organ of the Bureau of Foreign and Domestic Commerce, as well as by the offices of this Department throughout the United States. I shall be glad to advise you if any appreciable number of industries evince an interest in this exposition through agencies of this Department.

Sincerely yours,

Secretary of Commerce.

SEP 30 1935

FILED

8650.607/50

GDG

7/26-4:30  
9/27-11:45

September 28 1935

In reply refer to  
PO 8650.607/50

My dear Mr. Secretary:

I have received your letter of September 23, 1935, concerning an invitation received by this Government to participate in the Tenth International Fair to be held at Tripoli during the spring of 1936.

I have taken note of the fact that, while in the opinion of your Department, conditions do not favor official representation by this Government in the proposed Exposition, the Department of Commerce has arranged to give publicity to the forthcoming Fair in interested circles in the United States.

Sincerely yours,

For the Secretary of State:

R. WALTON MOORE

Assistant Secretary.

The Honorable

Daniel C. Roper,

Secretary of Commerce.

PC:WFB:FEH:SS  
9/26

WE



8650.607/50

28 1935

1015-11.50  
10/7-2:40

The Secretary of State presents his compliments to His Excellency the Royal Italian Ambassador and has the honor to refer to his communication of September 13, 1935, extending to the Government of the United States an invitation to be represented at the Tenth International Fair, which is to be held in Tripoli during the spring of 1936.

While obliged to inform Mr. Rosso that it does not appear to be feasible for this Government to accept the invitation to be represented at the Fair, Mr. Hull would appreciate it greatly if a way could be found to express to the Fair authorities an expression of this Government's appreciation for the courtesy of the invitation.

Department of State,

Washington, D.C. 10/10/35

865C.607/50

PC:MWB:RJL:SS

10/4

865C.607/50



7  
RECEIVED DEPARTMENT OF AGRICULTURE  
DEPARTMENT OF STATE WASHINGTON

1935 OCT 3 AM 9 42

DIVISION OF  
COMMUNICATIONS  
AND RECORDS

October 2, 1935.

The Honorable,

The Secretary of State.

Dear Mr. Secretary:

Replying to your letter of September 19, with enclosure from the Royal Italian Ambassador inviting this Government to participate in the Tenth International Fair to be held in Tripoli in 1936, this Department does not feel that so far as the interests of agriculture are concerned there is sufficient justification for participation in this Fair by the United States Government.

Sincerely,

148  
*M. L. Wilson*  
Acting Secretary.

October 8 1935

OCT 8 - 1935

FILED

865C.607/54

FP

TELEGRAM RECEIVED

lw

1-1220

FROM

GRAY

Rome

MAR 20 1937

Dated March 18, 1937

Rec'd 10:20 a.m.

Secretary of State

Washington

110, March 18, noon.



At the inauguration of the Tripoli Fair yesterday Mussolini, after paying tribute to the construction of the new shore road in Libya and interjecting an allusion to the anti-Italian atmosphere of Geneva, deplored "in the most explicit form the alarmist campaign which especially in countries of so-called and more or less great democracy has been staged in connection with my trip to Libya.

This continual neuropathic alarmism, this sowing of panic and suspicion certainly does not serve the cause of peace for it profoundly perturbs the atmosphere among peoples. This trip is imperialist in the sense that virile peoples have always given, give and will give to that word. But it has no recondite design or aggressive aims against anybody whomsoever. Within the Mediterranean and outside we desired to live in peace with all and offer our collaboration to those who show a like desire. We are arming on the sea, in the air and on land because such is our

imperative

8650.607/52

GC

FILED

lw 2, No. 110, March 18, noon, from Rome

imperative duty in view of the armaments of others but the Italian people demands to be let alone because it is intent upon a long and difficult task".

Commenting on yesterday's speech the Government spokesman says among other things that the misinterpretation abroad of conditions in Libya and Italy's aims could be the result only of "persistent rancor or reviving political hostility". Noting the complete pacification of Libya through a policy of cooperation with the Moslem populations Gayda says that this pacification naturally brings up the question of Italy's relations with neighboring Moslem countries. From them she seeks nothing but that cooperation which would be a further factor for peace and stability in those parts of Asia and Africa closest to Europe. Italy's policy of peace and collaboration with all countries is confirmed by the gentlemen's agreement wherein she pledges herself to respect every "right, interest and status" of the Mediterranean countries and by the recent reply to the British Locarno note wherein she defends the unity of the great western powers and opposes those movements which through radical revision of the former Locarno system would break up that unity, thus once more declaring herself opposed to political blocs.

The press has greatly featured the visit to Libya publishing all details of the trip and the brief speeches to the

Egyptian

lw 3, No. 110, March 18, noon, from Rome

Egyptian press to Italian colonists and Moslem populations and the messages of local Moslem leaders. Even in news dispatches there has been conspicuously little emphasis on the naval maneuvers or the strategic importance of Libya. Attention is centered on agricultural development, public works, pacification and cooperation with the Moslems. Editorial comment follows this same line with the addition of usually restrained polemics regarding foreign interpretation of the visit especially by the leading British newspapers whose remarks are fully reported.

It is announced that Mussolini will speak again at 6 o'clock this evening after the "Sword of Islam" is conferred upon him.

PHILLIPS

KLP CSB



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1-12996

DEPARTMENT OF STATE  
MAR 2 1957  
DIVISION OF  
NEAR EASTERN AFFAIRS

Rec'd 3:45 p.m.  
EUROPEAN AFFAIRS  
MAR 19 1937  
DEPARTMENT OF STATE

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650.00

My just and powerful sovereign has sent me once more among you with a view to ascertaining the progress made in this territory and ascertaining your needs. You have offered me this sword, symbol of strength and justice. I shall take it to Rome and treasure it among the dearest memories of my life. As I receive your gift I wish to tell you that a new epoch in the history of Libya has already begun. You have demonstrated your loyalty to Italy by maintaining the most absolute order at the time when Italy was engaged in a distant war and offered thousands of volunteers who made an invaluable contribution to our victory. Before mid-summer the valorous soldiers who fought in Ethiopia will return to your midst and you will receive them

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**FILED**  
**MAR 23 1957**

70

RB

-2-#112, March 18, 8 p. m. from  
Rome

with great and merited honor.

After these proofs Italy intends to ensure the Moslems of Libya and Ethiopia, peace, justice, prosperity and respect for the law of the prophet and thereby wishes also to express its sympathies to Islam and the Moslems of the entire world. Within a short time Rome will convey to you with her laws her interest in your ever better destiny. Spread these words of mine in your homes, in cities and country and the remotest shepherds tents. You know that I am sparing of promises but that when I promise I keep my word.

The speech was immediately repeated in Arabic.

PHILLIPS

TELEGRAM RECEIVED

U

GRAY

Rome

MAR 23 1937

Dated March 20, 1937

FROM

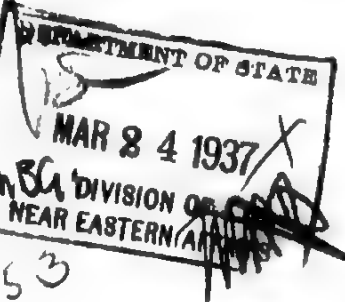
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RECORDING DESK  
FILE WHB

Secretary of State

Washington

DIVISION OF WESTERN  
EUROPEAN AFFAIRS

Rec'd 9:40



MAR 20 1937

DEPARTMENT OF STATE

114, March 20, noon.

My 112, March 18, 8 p.m.

650607/53

Press comment on Mussolini's speech to the Moslems asserts that Italy's consistent policy is based on recognition and defense of Moslem customs and, as Gayda says, works toward the autonomous development of the Moslems under the supervision and sovereignty of Italy. Italy's policy, the newspapers say, has resulted in spontaneous collaboration between the two races as demonstrated during the Ethiopian war when other powers sought to set all Moslem peoples against Italy. Gayda also said that the Roman Church under the present Pontiff encourages conciliation among religious faiths though sacrificing none of its own dogmas.

As to other Arab countries, Italy seeks friendly collaboration only, not conquest or alliance against other powers. Gayda adds that at the same time Italy will not tolerate having her policy distorted by foreign propaganda for the purpose of uniting the Moslems against her own interests

8650.607/54

GMB

U -2- #114, March 20, noon from Rome

interests and in conclusion appeals for an "honest policy in the Eastern Mediterranean and Red Sea worthy of the great powers who today have so many common responsibilities".

Save for the references to "autonomous developments" as mentioned above the newspapers gave no enlightenment as to the nature of the new laws Mussolini promised, saying merely that these will represent concrete reward for fidelity. One writer contrasts Mussolini's habit of few promises but loyalty to his word with the great promises made by "a certain power" to induce the Arabs to fight for her while all the time working to keep them divided and subjugated. Other writers contrast in general the Italian policy and its success with that of other countries having Moslem territories.

In conclusion it may be said that while the interpretations of foreign newspapers are combatted in the Italian papers, polemics on the whole are kept at a moderate pitch and are in a tone of reassurance rather than of resentment.

PHILLIPS

HPD

**TELEGRAM RECEIVED**

LMS

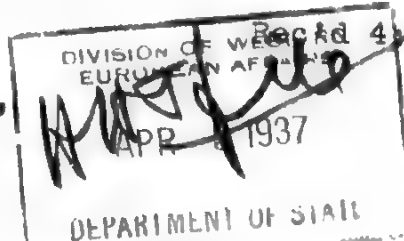
This telegram must be closely paraphrased before being communicated to anyone. (A)

Rome

FROM

Dated April 3, 1937

Secretary of State,  
Washington.



Record 448 p. m.

142, April 3, 6 p. m.

865C.607/53

With reference to my telegram No. 112 of March 18 and more particularly to the Duce's promises of new laws concerning the treatment of Moslems in Libya, I am reliably informed that the formation of a new ministry to absorb the functions now exercised by the Ministry of Colonies is projected, to be called the Ministero d'Africa Italiana. The Moslems in Libya will have direct representation in the new Ministry by the creation therein of a Moslem Bureau.

It is further reported that two decrees will be issued shortly: (one) granting amnesty to Arab rebels in Libya, particularly the Senussites who revolted against Italian authority in 1926 to 1932, thus affording the opportunity to many Arabs who escaped to Egypt at that time to become repatriated; (two) the restoration of property sequestered from these Arab leaders.

PHILLIPS

EMB:RGC

865C.607/55

FILED

APR 3 1937

GMB

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865.002  
865C.00

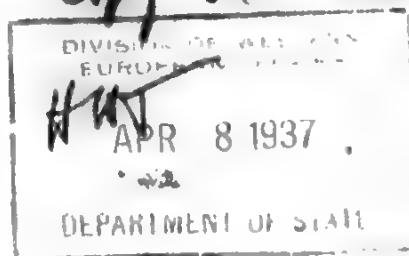
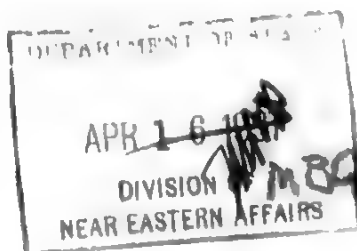


EMBASSY OF THE  
UNITED STATES OF AMERICA

ROME, March 24, 1937.

No. 285

Subject: Mussolini's Visit to Libya.



8650.607/56

RECEIVED  
DEPARTMENT OF STATE  
1937 APR 7 AM 10 44

Copies to MID  
ONI  
Cairo

The Honorable

The Secretary of State, APR 9 - 1937

Washington.

Copy transmitted by the  
Commercial Office (A-O/O)  
To Cairo 4/10/37

Sir:

With reference to my telegram No. 110 of March 18, noon, and to previous reports relating to plans for the Duce's visit to Libya, I have the honor to inform the Department that the Chief of the Government, accompanied by Signor Alfieri, Minister for Press and Propaganda, Signor Lessona, Italian Minister for Colonies, and Signor Tarace, Secretary of the Fascist Party for Africa, sailed from Gaeta on March 11th in the destroyer POLA. The official party arrived at the Port of Tobruk on the extreme northern coast of Libya on March 12th at 8 a.m. where the party was met by Marshal Balbo, Governor General of the Libyan Colony. The Italian press reported that the Duce

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was greeted by the full Libyan air force which flew to Torbuk from Castel Benito, 2,000 kilometers away, as well as by the Eritrean troops, a detachment of marines, three militia platoons, and several native delegations. A visit was made to the air port of Tobruk from which the Duce flew to Amseat on the Egyptian frontier, in the company of Marshal Balbo and after inspecting the military and air fortifications of the Egyptian frontier the party returned to Tobruk by automobile, stopping at Bardia where the Duce reviewed native troops. Prior to leaving Tobruk for Derna by air, Signor Mussolini made the following statement to Egyptian press correspondents:

"The great road inaugurated today in its first stretch from Egypt to the west is destined to have decisive influence regarding economic and tourist relations between Italy and Egypt. It is a further tie between the two countries that have enjoyed friendly relations since remote time and today can strengthen and extend those relations. Tell your readers that the Italian government and people desire to live on terms of the most cordial sympathy and friendliness with the Egyptian people."

On arrival at Derna, the Moslem Cadi, who was surrounded by local Arab notables, read the following address to the Chief of Government:

"Great Duce, this is a memorable day, and God has illumined our hearts with the shining light of your visit to this sacred spot. The memory of this event will rend the dark clouds of time and remain imprinted in the grateful hearts of our generations. We regard you as a faithful instrument of divine will; God, through you, desires to restore peace and prosperity to mankind."

That evening the Duce attended a theater performance of a fable from the Arabian Nights, after which a local poet read a poem in honor of the Duce.

On the following day, March 13th, Signor Mussolini visited an Arab school for girls at Derna and left that city by automobile for Cyrene, stopping en route to greet groups...

groups of natives gathered to greet him, and also at the village of Berta founded in 1933 by Italian colonists, now peopled by some 500 Sicilian residents. Later in the afternoon, en route to Cyrene, the Duce visited the tomb of Sidi Rafa, a Moslem saint, where the following address by the Cadi of Apollonia was made:

"Praise be to God who has infused the secret of genius into the men of his choosing so that in them may be revealed his greatness which transcends human conception and so that, through this manifestation, divinity may be glorified. O Duce, whose fame has invaded everything and everybody and whose virtues are sung by near and far, your visit to the sepulchre of this great companion of the Prophet, venerated by all Moslem hearts, redoubles our gratitude and reveals to us another aspect of your greatness, that which links you with the spirits of the great of all times.

"To the great Creator - who has revealed to you the secret of leading Italy along the road of power and glory and has inspired in you feelings of affection and good toward the Moslems as well as respect for their religious traditions - we address our prayers in the humble meditation of him who feels all his power and fervently believes in his infinite compassion, that he may protect you, keep you, and grant to you to unfold over the entire world the standard of peace and justice."

On March 14th the Duce proceeded from Cyrene to Pengasi, visiting the agricultural school of Luigi Razza, where he made the following statement to the Italian colonists:

"I am truly happy to meet you and greet you in this strip of African land which is Italian land because over it waves and will always wave the tricolor.

"Live and work in tranquility and assurances; you, your women, and your children. Imperial and Fascist Rome follows you, loves you, protects you, and will in every circumstance protect you."

In the afternoon stops were made at Barce where a review of Libyan troops which had fought in Ethiopia was held. Arriving at Pengasi, the Duce made the following statement to the Blackshirts:

I....



"I feel an ardent fascist faith that vibrates in your welcome. It is that faith which gave us the Empire, it is that armed fascist faith which will at all times defend it."

On reaching the public square of Bengasi the Duce addressed the native population as follows:

"Moslems of Bengasi!

"I wish to express to you my gratitude for the welcome you have given me and in which I feel, living and present, your fidelity to Rome and Fascist Italy.

"During the victorious war for the Empire you gave with sacrifice and life solemn proof of your loyalty. Fascist Italy, powerful and just, will not forget."

A welcome to the city was addressed to the Chief of Government by the Cadi of Bengasi, who stated as follows:

"Welcome, O Duce, to this loyal city and this ancient temple. The Moslems of this country, who have with deep admiration followed the great strides made by Fascist Italy under your guidance and who have served your orders with loyalty and devotion, are sincerely grateful for this auspicious visit, which confirms your sympathy toward them and your respect for their religion.

"I am indeed proud to renew on behalf of us all, upon the threshold of this sacred spot, the absolute promise of fidelity, calling upon the Omnipotent and generous God to assist you in leading Italy upon the road of an ever increasing greatness. May he grant you to see realized a higher level in all fields and offer the world the example of what Italy can do for the welfare of the peoples which she holds in her lap under the signs of the Lictor, symbol of justice and humanity."

Prior to leaving Bengasi on March 15th, the Duce received General Denair former French Minister for Air and Director of Overseas Aviation. The party including the Duce then left Bengasi for Tripoli, stopping to exchange greetings with representatives of local populations at Benina, a military air port, the native villages of Ghimineso, Magrum Agedabia and Agheila.

On the outskirts of the small town of Sirte the Duce passed through a triumphal arch situated on the ancient site...

site of the Arae Philenoren, which formerly marked the boundaries between Tripoli and Pentapolis. Here he was welcomed by the native troops and Italian and native workers who had constructed the arch, as well as by the sculptor Di Fausto, who had drawn up the plans for the work.

On the morning of March 17th, the Duce drove to the Tripoli Fair Grounds in an open carriage accompanied by Marshal Balbo. After visiting the German and Czechoslovak pavilions among others, he made the following speech; which was summarized in my telegram No. 110 of March 18, noon:

"Comrades of Tripoli,

"My first visit to your city and to this land dates back to April, 1926. Eleven years have passed, eventful, charged with destiny, resplendent with glory.

<sup>b</sup>  
"Today Libya is completely occupied and the Italian flag flies solemn and respected from the shores of the Mediterranean to the desert fastnesses of Kufra. But what counts most, Libya is today completely pacified. And the spontaneous, enthusiastic demonstrations tributed to Fascist Italy by the Moslem populations in these days constitute the irrefutable, definite proof thereof.

"The orders of Rome were wisely and methodically applied by all the Governors and, during this latest period, by the infatigable, capable, and tenacious activity of the Governor, Marshal and Quadrumvir Balbo. The Moslem populations know that under the Italian flag they will have peace and prosperity. and that their customs and above all their religious beliefs will be scrupulously respected.

"In 1926 I came here to give the Colony what was called, and what remained in the chronicles, a shake-up.

"The results are visible to the eyes of anybody, the cities have been transformed and embellished, and in the rural districts the hardy Italian farmers with their tempered plowshares are awaking a land that had slept for centuries.

"Crowning this work of transformation is the Libyan shore road, a gigantic enterprise which only Italian engineers and Italian workers could have

completed....

completed as they did in so brief a time. This road, which crosses Sirtica, never before traversed by the wheels of man, is a source of pride to us, but it could and should be a source of pride also to those Europeans worthy of what was, at one time at least, a great name.

"Italian engineers and laborers worked for several seasons under climatic conditions infinitely less agreeable than those customary on Lake Lemna, where the most numerous and most powerful coalitions tried in vain to strangle Italy.

"If there is anybody who thinks that all this has been forgotten, let him be undeceived: I have not!

"And now permit me to deplore in the most explicit form the alarmist campaign which, especially in the countries of so-called, more or less democracy, has been staged in connection with my trip to Libya. This continual neuropathic alarmism, this sowing of panic and suspicion certainly does not serve the cause of peace, for it profoundly perturbs the atmosphere among peoples. This trip is imperialist in the sense that virile peoples have always given, give, and will give to the world. But it has no recalcitrant designs or aggressive aims against anyone who is ever. Within the Mediterranean and outside it we desire to live in peace with all and we offer our collaboration to those who manifest a like desire. We are arming on the sea, in the air, and on land because such is our imperative duty in view of the armaments of others, but the Italian people demand to be let alone because it is intent upon a long and difficult task.

"Comrades of Tripoli!

"You especially have the duty of living and working in the climate of the Empire which the Blackshirt revolution and the victorious armies have given back to Italy.

"All of you, salute the King!"

On the following day, March 18th, the Duce visited the small village of Fernaci in the outskirts of Tripoli and a nearby military observatory. In the afternoon at Pugara field near Tripoli, 2,000 horsemen were assembled under Mussolini. Their leader was

"On the 17th of the soldiers and Italians of  
the 1st, 2nd and 3rd regiments of Fascist

Italy....

Italy, I have the honor to offer you, victorious Duce, this well-tempered sword of Islam.

"The hearts of the Moslems of all the Mediterranean shores, who filled with admiration and hope, see in you the great statesman who with unfaltering hand guides our destiny, are at this moment beating in unison with ours."

Returning to the city, the Duce made a speech to the throng gathered in the Piazza Castello which was broadcasted to Italy and, Italian papers said, also to North and South America and Europe.

The speech to the Moslems referred to above and reported in my telegram No. 112 of March 18, 8 p.m. reads as follows:

"Moslems of Tripoli and Libya, young Arabs of the Lictor!

"My august and powerful Sovereign, His Majesty Victor Emmanuel III, King of Italy and Emperor of Ethiopia, has sent me, after eleven years, once more to this land, where the tricolor flies, with a view to ascertaining your needs and meeting your legitimate desires.

"You have offered me the most acceptable of gifts: this sword, symbol of strength and justice, a sword which I shall carry to Rome and keep among the dearest memories of my life.

"As I receive your gift, I want to tell you that a new epoch in the history of Libya has already begun. You have demonstrated your fidelity to Italy, keeping the most absolute order at the moment when Italy was engaged in a distant war and you offered thousands of volunteers, who made an invaluable contribution to our victory. Before midsummer the valorious warriors who fought in Ethiopia will return to your midst and you will welcome them with many and merited honors.

"After these proofs, Fascist Italy intends to ensure the Moslem populations of Libya and Ethiopia peace, justice, prosperity, respect for the laws of the Prophet, and desires, furthermore, to demonstrate its sympathy to Islam and the Moslems of the whole world.

"Within a short time Rome, with her laws, will show you how greatly she is interested in your every better destiny.

"Moslems of Tripoli and Libya:

"Spread these words of mine through all the homes

of...

of your cities and villages to the remotest shepherds' tents. You know that I am sparing of promises, but when I promise I keep my word."

On March 19 the Duce completed his trip of inspection along the newly constructed road as far as the Tunisian border. He visited important towns and concessions all along the route. The following day, despite inclement weather, Signor Mussolini visited Leptis Magna, Homs and Tarhuna and on that same evening the Minister of Press and Propaganda gave a banquet to the 180 foreign journalists who accompanied the Duce to Libya. On March 21st, the Duce planned to visit Castel Benito, Halut and Gadames but dust and sand storms prevented his carrying out these plans. At 5 p.m. on the same day he left Tripoli on board the SS. POLA to return to Italy.

When the Libyan trip was first announced it appeared that by far the most conspicuous feature of it, apart from the inauguration of the new highway, would prove to be the naval maneuvers scheduled to take place in conjunction therewith. The DAILY MAIL on March 9th is reported to have stated that "the object of the maneuvers is to test how far Tripoli and Tobruk can be used strategically". With the island of Pantelleria fortified and the center of mined areas between it and Sicily, on the one hand, and it and Tunis, on the other, the passages to the Suez Canal might thereby be narrowed "obliging foreign ships to follow routes along which submarines might operate." "An air force", the DAILY MAIL concludes, "having Tripoli and other points along the coast as far as Bengasi, as bases, might bombard vessels that had evaded mines and submarines." French newspapers such as the CENTRE, LE TEMPS, and the

ECHO DE PARIS similarly referred to the importance of Italian naval maneuvers off Libya, stressing the stranglehold Italy seemed to be endeavoring to secure on French communication with her North Africa colonies.

Press comment in Italy, however, on the naval importance of the visit was negligible until the last day when the papers published references to the fact that the Duce reviewed two naval squadrons before leaving Tripoli to return to Italy.

One consistent note that was played upon in the Italian press was the role Italy has assumed and is prepared to play as the "Protector of Islam". Prior to the Duce's visit, the Governor General, Balbo, gave the keynote to this thought when he told the Moslem people of Libya, with relation to the forthcoming visit, that the Duce is "not only the leader of the Italians, he is your leader. The Duce is the protector of Islam and as such exalts the Moslem Peoples".

Gayda, the government spokesman, comments in the leading article in the March 19th edition of the GIORNALE D'ITALIA on Mussolini's speech to the Moslems as follows: (see my telegram No. 114 of March 18, 8 p.m.)

"Mussolini's speech defined Fascist policy toward the Moslems. That policy has for years been consistently pursued in Africa, the Mediterranean and the Red Sea; it represents nothing new. It is described by the two words the Duce mentioned as symbolized by the sword of Islam: force and justice. By force Italy maintains order and peace within her boundaries and against foreign menaces. But force is accompanied by justice which begins with the recognition of native rights and customs and works toward frank, extensive protection of those rights and customs.

"Such justice followed immediately upon the pacification of Libya and complete organization of Somalia. It soon became collaboration between the two races and was put to the test during the Italian war, despite the efforts of certain powers to arouse the hostility of the Moslem pop-

ulations within and outside Italian territory.

"Italy's Moslem policy is based upon the recognition of the individual, traditional, proud civilization of the Mohammedans. It is, therefore, a policy of respect for national rights, and follows the line of an autonomous development of the Moslem populations under the moderate but firm supervision and organization of Italian sovereignty. Italy has not forced an inexorable national law upon the Moslems, in servile subjugation. She has instead attempted to raise them, with their national individuality, to her own civilized plane, creating among them the consciousness of their necessary solidarity.

"Islam is not merely a religion but a spiritual and social regime in which the religious precept of the Church can scarcely be separated from family and judiciary regulation. For that reason the work of all the powers having Moslem territories is difficult and full of responsibilities. Their task lies in finding the balance between their sovereign law and the traditional laws of the subject peoples.

"Italy has gone to the roots of this difficult problem. In her dealings as a Christian power with the Moslem Church, she has found a means of accord.

"The ancient clash of the two religions in the Mediterranean today is replaced by collaboration. Firm in its traditional teachings and principles, the Roman Church today is abreast of the times. The Pope of Pius XII promotes conciliation among religions, without any compromise of Christian and Catholic faith. It is known that the Catholic Church also is resuming a study of Islam in this historic and national phenomena.

"In such a policy of peace and collaboration, Italy turns also to the Arab countries which, after the collapse of Turkey's power and the French and British conquests, have been created with various forms of government and of freedom with an individuality of their own, still troubled and not yet definite. From Egypt to Yemen and Saudian Arabia Italy's relations with the Arab countries are marked by a constant tradition of friendship, economic and cultural collaboration, and natural associations created by mutual respect. Italy seeks in none of those countries conquest or alliances against the interests of other peoples: but she will not tolerate having her policy of open friendship distorted by foreign propaganda in the service of an erhandled effort to unite the Moslems against her interests.

This must be unequivocally stated, so that all those who would eliminate also in the Eastern Mediterranean and the Red Sea and an honest policy established jointly of the great powers who are today preoccupied with so many common tasks and daily

increasing...



increasing responsibility."

The TRIBUNA on the same day remarked:

"There has even been a certain British newspaper - one of those which has never yet managed to be right with regard to anything affecting Italy - which a few days ago ventured to proclaim that the present situation in Libya is the result of a regime of terror and force. Such calumny is unavailing to alter the course of events or the results of our policy."

The STAMPA said among other things that the new laws (referred to in the Duce's speech on receiving the sword of Islam given in full above) were in accord with Italian policy, which unlike that of certain other countries did not promise all sorts of concessions in advance in order to win support but instead granted just rewards. I might add, parenthetically, that the new laws referred to above have not yet been decreed or published.

The GAZZETTA DEL POPOLO states (but not in one of its inspired editorials from Rome) that Mussolini's statement that he was sparing of promises but always kept his word recalls the promises made by a certain power (England) who induced the Arabs to fight for her under false promises while all the time working to keep the Moslems divided and subjugated.

The press here did not stress the political aspects of the visit but endeavored to point to the civil and agricultural developments of the Colony.

The N. P. correspondent in Italy who went to Libya with the Duce stated on his return that the ceremonial side of the trip was beautifully staged and it would appear that from the standpoint of pageantry the visit was a success. Everything was done to present the colony in its best aspect; buildings were whitewashed throughout the route taken by the Duce, new dresses were given to school children,

new...



new uniforms to the soldiers, and even some of the show buildings along the route were only façades behind which there was nothing. The sword of Islam given to the Duce was alleged to have been made in Florence. The Vice-Consul in Tripoli stated in his despatch No. 32 of February 27, 1937, that the sword would cost some 300,000 lire and that the bill would be paid by the Fascist Government. Italian papers have been full of pictures of the Duce as he appeared at various functions and ceremonies and the addresses of native leaders to him and the Duce's replies have been carried in full.

Despite the fact that the Duce's trip to Gadamus on March 21st was cancelled because of inclement weather he was not scheduled to leave Libya until the evening of March 2nd. That he departed on the evening of March 21st, or a full day ahead of schedule, was subsequently ascribed by foreign newspapers to various developments including the situation in Spain, anti-Italian feeling in Austria, the publication of the encyclical letter to the bishops in Germany, and the visit of the King of the Belgians to England. These rumors were apparently taken into consideration by the Duce for in his speech which he delivered on the morning after his return to Rome he took pains to point out at some length that his trip was carried out according to schedule which was neither advanced or curtailed.

Respectfully yours,

  
William Phillips

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## DOCUMENT FILE

## NOTE

SEE 741.65/349 FOR #288

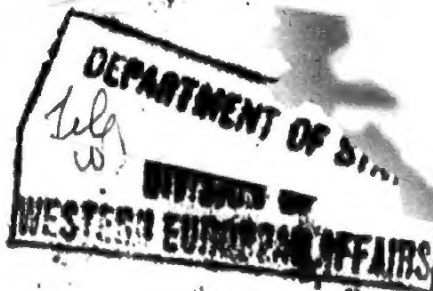
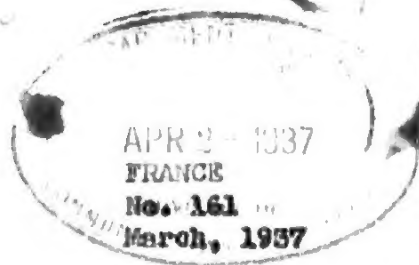
FROM Italy (Phillips) DATED Mar. 25, 1937  
TO NAME 1-1127 GPO

REGARDING: Mussolini's interview in Libya with Ward Price of the London DAILY MAIL. Text of- Although the tone of the, - was conciliatory and seemed intended to strengthen the Anglo-Mediterranean Accord, the anti-Italian campaign allegedly being carried on by British press has created further tension in Anglo-Italian relations.

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ITALIAN MANIFESTATION IN NIPOLI-A CHALLENGE

3650.607

The following article from the Communist paper HUMANITÉ, on the naval display and trip of Mussolini to North Africa, is of Communist paper accuses the democracies of not standing up in face of the Dictators:

"Let us not be mistaken! The trip of the Duce to North Africa, coincident with the attack of General Franco on Guadalajara, is no affair of chance. Neither is it a 'mere chance' that Hitler and Mussolini demanded International Control be in effect prior to the Spanish drive.

"All this is taking place because Fascism received from France and England liberty of action in Spain; that Italy was able to fortify its Pantalleria, between Bizerte and Sicily, and that Count Rossi is ready for events in the Balearics.

"The French and British Governments have been obstinate and refused to see clearly events. In London they signed the 'Gentleman's Agreement'; in Paris the Government acted as if France was a dominion of the British crown.

"The incidences of political unrest in Alep, Syria, and Tunisie, certainly have all the earmarks of the famous axis Rome-Berlin."

3650.607/58

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# DOCUMENT FILE

## NOTE

SEE 864.00 P.R./118 FOR Despatch #639

FROM Hungary (Montgomery) DATED April 2, 1937  
TO NAME 1-117 ...

REGARDING: Count Csaky's visit to Mussolini. Late in March Count Istvan Csaky, Chief of Cabinet in Foreign Minister's Office, accompanied Mussolini's suite as special guest on an inspection trip to Libya.

### Count Csaky's Visit to Mussolini.

Late in March Count Istvan Csaky, Chief of Cabinet in the Foreign Minister's Office, accompanied Mussolini's suite as a special guest on an inspection trip to Libya. The local press reports that Count Csaky was the only foreign guest, except journalists, and that the invitation was extended during the Hungarian Regent's recent visit to Rome. The press praised Mussolini and Italy for the continued signs of friendship between the two countries.

865C.607/ 59

GMB

Central File: Decimal File 865C.607, Internal Affairs Of States, Industrial Matters., Libya, Expositions. Exhibitions., December 10, 1930 - April 2, 1937. December 10, 1930 - April 2, 1937. MS European Colonialism in the Early 20th Century. National Archives (United States). Archives Unbound, [link.gale.com%2Fapps%2Fdoc%2FSC5109726573%2FGDSC%3Fu%3Domni%26sid%3Dbbookmark-GDSC](https://link.gale.com%2Fapps%2Fdoc%2FSC5109726573%2FGDSC%3Fu%3Domni%26sid%3Dbbookmark-GDSC). Accessed 18 June 2025.